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New Edition
for 1912 of

Burpee's

35th Anniversary Supplement

Including Prize Awards of 1911



THE FARM HOUSE ON FORDHOOK No. 1,—from Photograph taken October 6, 1911

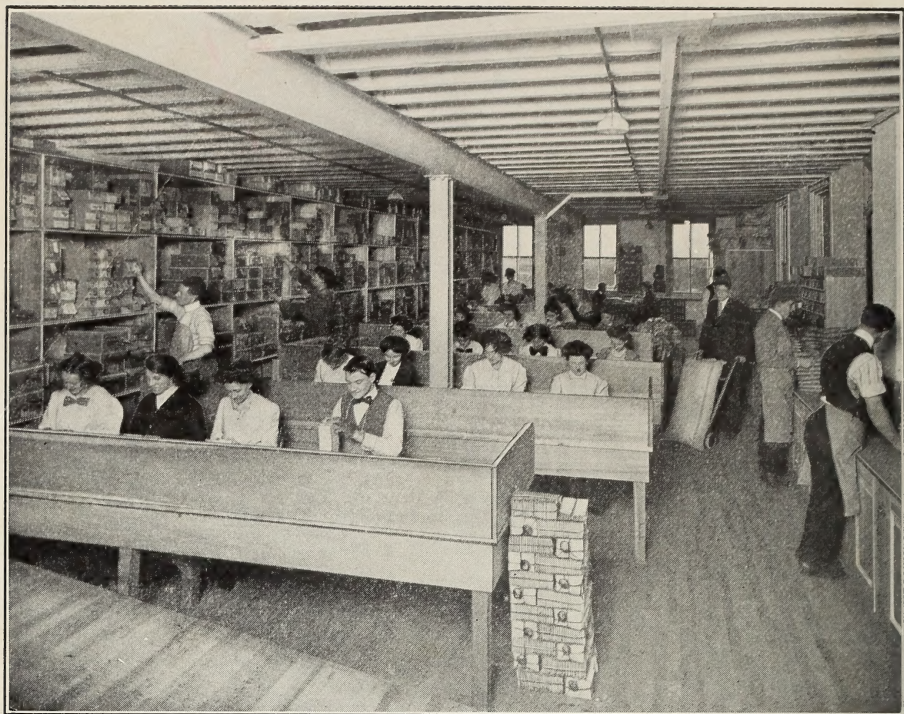
This Lawn and other Lawns at FORDHOOK FARMS were produced from the same blend FORDHOOK FINEST LAWN GRASS as were the Lawns that won The Grand Prize at St. Louis, 1904, and The Only Gold Medal for Lawns at Lewis and Clark Exposition, Portland, Oregon, 1905

BURPEE BUILDINGS:

North Fifth Street,
York Avenue and
Buttonwood Street,
Philadelphia

W. Atlee Burpee & Co.

Seed Gardens and Trial Grounds at our famous FORDHOOK FARMS, Bucks County, Pa., SUNNYBROOK FARM, New Jersey, and BURPEE'S FLORADALE FARM in California



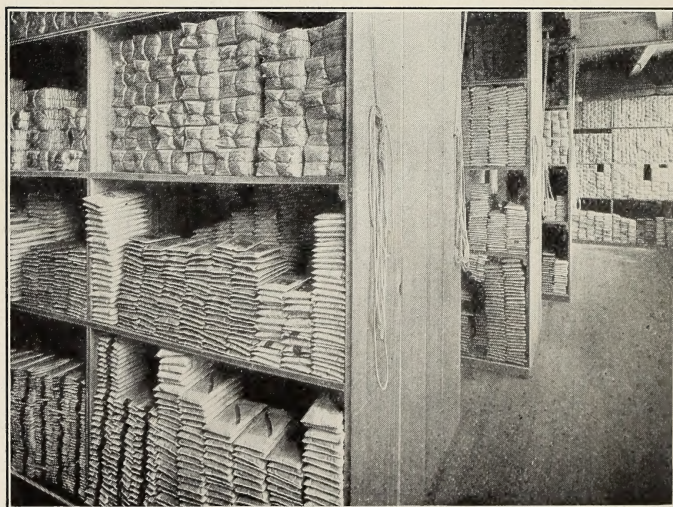
PACKETING AND SEALING THE POPULAR "SEEDS THAT GROW."

The illustration above, from photograph, shows a portion of one of our seed-papery rooms on the third floor. Here, by the deft hands of willing women-workers, and with the aid of seed-papery machines run by electric power, millions of retail packets, ounces, quarter-pounds, pounds, pints, and quarts are neatly prepared. Pecks and bushels (sealed with our leaden seal) are filled by men upon another floor.

We are *exclusively* "a mail-order house." This means that we never send travelers to solicit orders, and also that we do not seek a local counter trade.

Strangers entering from Fifth Street for the first time frequently remark, upon seeing the extensive offices and no signs of seed-bins or drawers, that *they presume we do not fill retail orders!* And yet this is our chief business,—and the largest of its kind in the world.

The customer is immediately reassured and conducted to the proper department, where he can see his



A CORNER IN THE STORAGE ROOM.

Here are stored filled packets, ounces, quarter-pound, half-pound, pound, pint and quart sealed packages, by the hundreds of thousands.

order, with thousands of others, carefully filled,—with much greater despatch and an assurance of absolute accuracy that would be impossible in the old-fashioned "seed store."

This customer soon realizes that he can be served *just as well and just as promptly* if he will write out his order in the quiet of his own home and mail it to us, as if he should bring it in person,—although he is also made to feel thoroughly at home and to feel that he is always welcome either in Philadelphia or at Fordhook Farms.

The point we want to emphasize, however, is that all our energies are directed to **filling mail orders**, and considering *promptness and accuracy* in executing your commands, together with **QUALITY OF SEEDS**, you can not possibly be served better anywhere!

THIS SUPPLEMENT FOR 1912

Is intended to show something of the care with which we surround the production and handling of "SEEDS THAT GROW." If it serves to interest you (or a friend of yours) in BURPEE-QUALITY SEEDS, we shall be pleased to mail immediately, upon application,

Burpee's Annual for 1912

This is a Bright New Book of 178 pages which has been long and favorably known as THE SILENT SALESMAN of The World's Largest Mail-Order Seed Trade.


Shall we send a copy to you or to a friend of yours? If so, kindly write to-day,—a postal card will do.

W. ATLEE BURPEE & CO., PHILADELPHIA

"The Burpee-Business—a National Institution."

Through wise advertising, splendid organizing ability and enterprise that knew no limitations, the Burpee establishment has grown to be far more than a mere mail-order house. It is to-day a National Institution.—*From HORTICULTURE, Boston, Mass.*



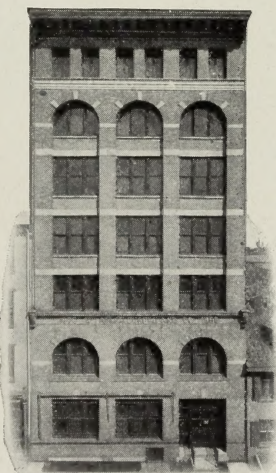
York Avenue and Buttonwood Street Frontage of the Main BURPEE BUILDINGS, PHILADELPHIA,—owned and exclusively occupied by us. Two other buildings to the south (including a double warehouse on York Avenue) are not shown in this illustration. The entrance to offices is now at No. 485 North Fifth Street. Our New "DAYLIGHT ADDITION" alone has forty-two windows on each floor,—exclusive of doors and transoms.  The First BURPEE BUILDING (Seven Stories) was erected in 1898 upon the site occupied by us since 1882.

The fact that the Burpee business is a record of continuous yearly growth is almost as much in evidence as the truth of the firm's famous motto that "Burpee's Seeds Grow."

And who can place a limit to the growth of the Burpee business so long as its inspiring aim continues to be that of its founder—"Never to attempt to compete merely in price, but aim always to supply only the best seed it is possible to produce." Value for value must finally obtain in all transactions of successful business, and one reason why W. Atlee Burpee & Co. have had for many years the largest mail-order seed trade in the world is doubtless because they have always made "Quality" their first consideration. Even in "lean years," when business barely paid expenses, they have steadily resisted the temptation to cut down the cost of production when such reduction would mean a cheapening in quality. They have always appreciated the truth of the time-worn idiom, that in seeds, at least for the planter, "the best is the cheapest." While their prices have necessarily been higher than those charged by many other seedsmen, their unique success has proved also the truth of that other well-known saying, viz.: "Quality is remembered long after cost has been forgotten."—*From THE FLORISTS' EXCHANGE, New York, June 5, 1909.*



WHERE WE BEGAN
IN 1876



FIFTH STREET FRONTAGE OF THE
FIRST BURPEE BUILDING
ERECTED IN 1898



ASSORTING ORDERS BY STATES AS RECEIVED FROM THE MAIL ROOM. These orders are then booked by States,—the post offices being arranged alphabetically by the Card System.



SHIPMENTS READY TO GO BY FREIGHT AND EXPRESS. *From photograph taken March 19, 1911.*
For work on orders between the first sorting into States and the final shipment, see other illustrations from photographs on the following pages.



PORTION OF THE MAIN OFFICE.

These clerks are engaged in entering the number and amount of the orders on the cards.



THE STENOGRAPHERS AT THE TYPEWRITERS IN A LIGHT, AIRY ROOM ADJOINING THE MAIN OFFICE.
We never annoy customers with "follow up" letters, but are always prompt to answer any inquiries either for special quotations or further information as to varieties or culture.



SOME OF THE "DESKS" IN THE FREIGHT AND EXPRESS ORDER DEPARTMENT ON THE FOURTH FLOOR. Each clerk has a good, roomy desk where he can assemble the different packages of seeds on a given order.



ONE OF THE FOURTH FLOOR ROOMS FOR EXPRESS AND FREIGHT ORDERS. Only men are employed in the Express and Freight Order Departments. While all regular quantities, from Packets and Pounds to Quarts and Pecks, are done up ahead in Sealed Packages,—yet there are also received daily orders for a number of pounds or bushels that must be put up specially and "Sealed."



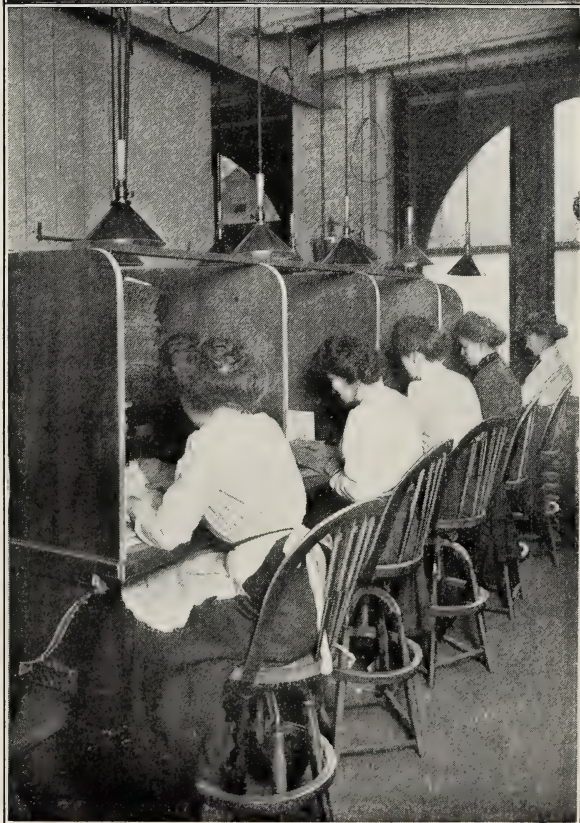
The upper illustration is a view in THE FREIGHT AND EXPRESS ORDER DEPARTMENT, which (with the wholesale) occupies the entire fourth floors of THE BURPEE BUILDINGS. Only men and boys are employed in this department. Before the orders are finally packed, they are "checked,"—independent of the actual filling of the orders.



The illustration above shows a stenographer, typing letters, which had been previously dictated into a *Graphophone*. Most of the letters are answered by dictating to stenographers who take them down in shorthand. The *Graphophone* is useful, however, for "talking into," when the stenographers are busy typing dictated letters.



The illustration to the left is of an operator on the *Arithmometer*,—recording the amounts of cash orders and then adding each column. The amount of remittance is marked in the mail room; then the orders are dated and numbered, when they are ready for sorting by states.



The upper illustration shows a packing table in THE MAIL-ORDER DEPARTMENT. After being "checked" correctly, the packages of seeds (each order in a separate basket) are made into suitable bundles or boxes;—then tied and passed on for weighing and stamping.

The illustration to left shows one side of a CHECKERS' TABLE,—at which ten "checkers" work in pairs facing each other.

All our energies are directed to filling mail orders, and considering *promptness and accuracy* in executing your commands together with **QUALITY OF SEEDS**, you cannot be served better anywhere!

While you may buy seeds for less money (and you will certainly not come to us if you seek *merely the lowest prices!*), it is absolutely true that **you can not buy seeds that are uniformly of equal quality for less money, while nowhere can you get better seeds at any price!**

Our confidence and your confidence in the truth of this statement made boldly for so many years, is *one secret* of THE WORLD'S LARGEST MAIL-ORDER SEED TRADE!

"We are Exclusively a Mail-Order House."

This does *not* mean, however, that all the orders received by mail (or telegram) are sent by mail! Hundreds of large orders arrive daily, which are dispatched by express, freight, or steamer. Some orders include a thousand pounds or a hundred bushels of a single variety.

Busy Days at the Home of "Seeds That Grow"

Thousands of Orders Filled Every Day and Shipped all Over the World

AN ASTOUNDING SIGHT

*Few Realize the Enormous Quantities of Seeds Handled by W. Atlee Burpee & Co.,
the World's Largest Mail-Order Seed House*

Flower and vegetable growers, whether they buy five-cent packets or five bushels at a time, would be simply astounded to see the quantities of seeds shipped daily during the busy season by W. Atlee Burpee & Co., the world's largest mail-order seed house. An inspection of the vast daylight, airy buildings at Fifth Street, Buttonwood Street and York Avenue is a revelation to the business mind as well as to the layman.

It's not hard to grasp the bigness of department store sales, nor the scale upon which modern manufacturing plants are conducted. But seeds! Not by the packet, nor peck, nor hundred-weight, but by the ton! And if you are a little bit of "farmer" yourself and understand how many radish or lettuce crops, or how many feet of sweet alyssum small packets will produce, your astonishment increases.

Seven Great Floors

Some days ago a party of business and advertising men, guided by Mr. Burpee, inspected every nook and corner of the new building, now necessary to supply the demand for "Seeds That Grow." They saw three hundred enthusiastic employees; the opening of the morning's first mail—over 4000 letters, ninety per cent. containing remittances for seeds, in amounts from twenty-five cents to a hundred dollars and more. They traced the orders all through the big building, from the opening of the envelopes, numbering, entering upon an a, b, c card system, to the listing department, to the stock rooms, past checkers, packers, shippers, to a dozen big, yawning mail bags, each representing a section of the nation from which the orders had arrived. And every department working without a hitch, without a discordant note.

And as the party mounted higher in the seven-story building, past measurers and weighers, and testers; by men and women who were packing seeds for Australia, for England, New Zealand, as well as for American customers, they were fairly keyed upon arriving on the fifth, sixth, and seventh floors, to see tons upon tons of seeds in stout bags—apparently enough to fill orders for a year or two.

"How long will this stock last?" Mr. Burpee was asked. And his answer, "Possibly two weeks," almost dumfounded his guests. And yet that supply floor is but one of a series, beside which there is a storage warehouse half a square below the main buildings! Further supplies are also held at the Burpee farms. Can you comprehend it all?

A Modest Beginning

From a modest beginning at 223 Church Street, back in 1876, the House of Burpee has grown year by year, until today it is even more than national because its seeds go to every civilized country on the face of the globe. And your interest increases when you are told that no salesmen are employed. Every packet or bushel of seeds ordered is in direct response to sincere but enthusiastic advertising. Mr. Burpee writes every line. He knows better than anyone else could know of the tests and trials made each year at the three large farms—Fordhook, near Doylestown, Pa.; Sunnysbrook, in South Jersey, and Floradale, in Lompoc Valley, California. His knowledge, his enthusiasm, is responsible for every sale. And behind all this big publicity is the "Silent Salesman," Burpee's splendid catalog, that goes to half a million American homes every spring.

The bond of mutual confidence built between W. Atlee Burpee & Co. and the retail and wholesale customers is a fine tribute to this remarkable seed house—to "Seeds That Grow." Probably not one-tenth the customers have met Mr. Burpee, nor inspected the great warehouses nor farms, but they believe absolutely in Mr. Burpee's word, and they believe in his seeds. This splendid confidence is shown by the list of orders that arrive daily from Oregon, Washington, New Mexico, Oklahoma, Texas—every far-away State and territory, as well as from Pennsylvania and the States close by.



AN AISLE IN THE VEGETABLE SEED MAIL ORDER DEPARTMENT. In this Department there is not a single drawer or bin for seeds in bulk. Packages of all sizes, used in filling mail orders, are done up *literally by the million*, in the papering department on the third floor, in advance.

The two small illustrations below show two aisles in the Flower Seed Department on the same second floor but in adjoining building.



Quality in Seeds

that has never been relaxed. Today the Burpee farms are maintained at great expense, simply for trials and tests and raising of quantities of proven seed.

Naturally, the Burpee farms could not raise a hundredth part of the seeds the firm sells. Contracts for growing of seeds are given out two and three years ahead of selling dates. These crops, located in different parts of the world where the finest results are obtainable, are carefully watched by the Burpee house and reports made of their condition and development. Unless they are fully "Burpee Standard" in quality, the entire crop is rejected. Even after the seeds are delivered in bulk to the Burpee warehouses, thorough tests are made before they are packed for retail and wholesale selling.

A sample of each lot of seed thus produced is shipped to the Burpee farms and the firm's personal trials made. The crop must be pure, sturdy, full of vitality, true to the strain. Nine times out of ten results confirm the original grower's statement. But if a bad streak does develop, the seed is discarded.

By the stock number originally given the seed it can be traced throughout the establishment.

A Policy that has Won

Such a policy has not only built the biggest mail-order seed business in the world, but it has developed customers who cannot be swayed from year to year. They know what the Burpee safeguards mean to them in quality seeds—and bumper crops.

Each day the mails bring between three and seven thousand orders. And a day's work in the cashier's, registry and order departments is the mail of that particular day, which is prepared for filling and shipping next day. A rule of the business, rarely broken, is that an order must be shipped within 24 hours of its receipt.

Ten cashiers were opening the mails the morning the party visited the establishment.



ENTRANCE TO MAIN OFFICE AT 485 NORTH FIFTH STREET.



OPEN STAIRWAY IN CENTRAL COURT YARD.

Cut into the table in front of each were three slits for remittances in stamps, checks and money orders. The slits lead to large cans, which are emptied later in the day. The amount each letter contained is carefully marked on the accompanying order slip, which finds its way to an adding machine, where the totals on the orders must tally with the remittances taken from the boxes.

Once the names and orders are listed and numbered on a card system for quick reference the orders are divided into States and placed on a rack of hooks—one for each State. Later, these are taken to clerks, who address labels, which are attached to the order. Then it goes to the different departments for filling. The order completed, it is turned over to

checkers, who inspect every package, thus placing errors at a minimum. Next the order is turned over to the packer; another clerk pastes on the label and finally the package is weighed

and stamped and placed in mail bags to be shipped to the postoffice. This explanation is of the retail orders that are to be mailed, but it also holds good of the larger orders and wholesale departments, where shipments are made by freight and express.

Packing Foreign Orders

against climatic changes or they would be ruined.

An added attraction in the establishment is the printing department, where four presses are kept busy on small work, making millions of impressions yearly.

The question of exact measurements of packets not sold by weight was answered by



OPENING THE MAIL.

inspecting an automatic packet filler that does the work of many expert hands. For instance, a quantity of lettuce seed would be poured into the receiving bin at the top. The machine is then "set" to allow just so much seed to pass into little cups, which in turn pour their contents into the packets. The machine automatically pastes the flap and turns the completed packet out on the table—thousands of them daily. Mr. Burpee stated the machine was delicately accurate as to quantity—almost to a grain of seed.

Sorting Fordhook Limas

it is either counted, weighed or measured, according to quantities desired. It was in the bean department that the party saw a number of girls sorting Fordhook Bush Limas—now the most famous lima beans produced. The utmost care is observed that every bean seed is a fine specimen.

That Mr. Burpee appreciates the value of his employees' services is impressively shown by the accommodations he has prepared for them. On the third floor of that portion of the building facing on three streets is a large dining and rest room, all airy and bright, for women employees. At tables that seat four and six the girls dine in comfort with splendid service, and prices just at cost. A girl may bring her lunch and buy a cup of coffee or a glass of milk; or for six or seven cents she can have a substantial cooked lunch that would cost three or four times as much at a restaurant.

Comfort for the Workers

And after lunch there's the rest room. Plenty of rocking chairs and lounges, tables with newspapers and magazines and writing desks. As you leave the lunch room there's a closet in which repose one hundred or more umbrellas, each numbered and for the loan of which the employe gives a receipt. This service is for storm emergencies—another evidence of the kindly interest of the house for its workers.

"Oh, yes; I often borrow an umbrella," said Mr. Burpee, laughing. "And the best part of it is I would receive a courteous but firm note if I did not return it next day."

Each employe has a sanitary locker for coat and hat. Fine large toilet rooms with every



THE "PACKETING" MACHINES.

convenience are placed on every floor. On the ground floor men employees have a reading and smoking-room.

As the party was departing Mr. Burpee led the way down the broad stairs to the main entrance, at 485 North Fifth Street, cut across the areaway, through the bulk shipping and receiving rooms, and gave his visitors a final peep into large cellars filled with bulbs and roots, onion sets and seed potatoes, all being gotten ready for orders that were soon due.

Some Spencer Sweet Peas

Finally, emerging on the York Avenue side of the buildings, to take the downtown cars, what met the eyes of the party but two drays, loaded to capacity with great bags of seed. "Some of the new Spencer Sweet Peas from our Floradale farm in California. They're rather popular," Mr. Burpee remarked in reply to a question. "Every ounce will be ordered and they won't be here a great while," he added with a smile.

Such a business; such a man! And if you knew Burpee you'd know just why Burpee seeds grow; why that business at Fifth Street and York Avenue and Buttonwood Street is the world's largest mail-order seed trade; why "Burpee" is a household name all over this land and many others. If you decide to increase your knowledge of great achievements, of great business enterprises, go up to Burpee's some fine day.—*From THE PHILADELPHIA INQUIRER, April 1, 1911.*



ONE VIEW OF THE POTATO CELLARS.



MAILING BURPEE'S ANNUAL, of which the first edition each year is more than 400,000 copies. Two inspectors from the Post-Office are present daily during the mailing, and the mail sacks are routed and dispatched direct from the Burpee Buildings to the different railways—thus saving all handling in the Philadelphia Post-Office.



A Few Interior Views.

The illustration to the left shows two clerks booking freight and express orders. Orders for seeds that are to go by freight or express are sorted from the orders to go by mail, given a different set of numbers, and filled on the fourth floor of the Burpee Buildings entirely separate from the mail orders, which are filled on the second floors. An acknowledgment by mail is made of all freight and express orders the day they are received.

The small illustration to the left below shows one of the elevators from the fourth floor which has just arrived at the court yard with boxes and packages of seeds ready to be dispatched.

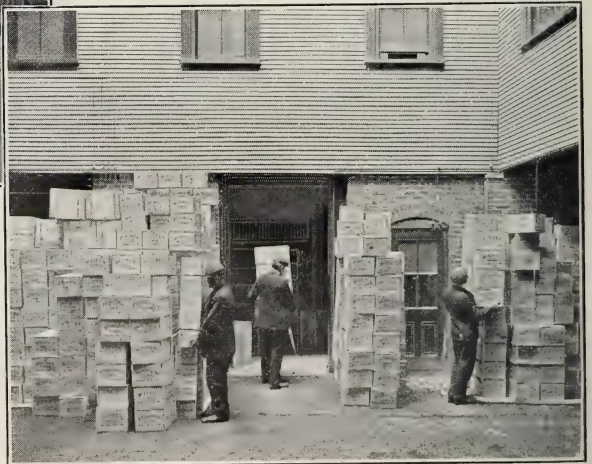


The illustration above shows the checking of orders before being packed to go by freight and express. No order is ever allowed to leave the Burpee Buildings until it has been carefully gone over by a checker independent of the actual filling of the order.

The illustration below shows boxes for freight and express orders, which are made for us by a manufacturer a block below, and then delivered in the areaway, to be sent up by one of the elevators.



The illustration above shows the Folding Machine, on which are folded not only Order Sheets, but hundreds of thousands of Leaflets on Culture which are distributed free with orders upon request. Nearly every question you can ask on culture is answered in one of our *Special Leaflets*,—which are free to customers.



Burpee's Seeds Grow!

Origin of this Well-known Phrase.

"It is fair to assume that you believe catch-phrases like 'Burpee's Seeds Grow' to be potential?"

A MISSTATEMENT CORRECTED.

"I do; and recently J. L. Stack & Co., in their bulletin, made the announcement that we had paid for the ownership of this phrase the sum of \$200. I immediately wrote to have this statement corrected, telling them that the phrase was first used in one of the advertisements competing for prizes we offered several years ago; that Mr. Wiley B. Jones, of Burlington, Vt., was awarded the second prize of \$25; but had I known how effective this phrase would prove, Mr. Jones would certainly have been awarded the first prize.

"A glance over the seed advertisements to-day will show how many of the seedsmen have tried to ring a change on this phrase, one going so far as to insert an ad. often immediately under our own, with the sensational headline, 'Weed Seeds Grow.' Mr. H. C. Brown, of *Art in Advertising*, several years since, criticized this catch-line with the remark, 'What does Mr. Burpee expect his seeds to do, sing and dance?' However, we have now generally added after the head-line, 'Burpee's Seeds Grow,' the additional statement, 'and are the best that grow.' You will notice that this expression is free from the vulgarity of such a statement as 'Burpee's seeds are the best,' simply stating that they are the best that grow, or, in other words, 'the best that the world produces.'"—*From an article in FAME, New York, April, 1895,—nearly seventeen years ago,—entitled SEED ADVERTISING; AN INTERESTING INTERVIEW WITH W. ATLEE BURPEE.*



THE PRINTING ROOM. Here are printed millions of bags and small circulars. The catalogs and books are printed now, as they have been for more than a quarter of a century, by the Wm. F. Fell Co., Philadelphia.



The illustration above shows part of the WHOLESALE DEPARTMENT on the fourth floor. The illustration below shows the FLOWER SEED CASE on the same floor. Here is carried a duplicate stock of all flower seeds in packets for convenience in filling freight and express orders. Orders for larger quantities of the flower seeds are filled in the regular Flower Seed Department on the second floor.



THE SHIPPING CLERK'S OFFICE ON YORK AVENUE SIDE. Each day the party whose order has been filled by freight or express is notified by mail of the shipment, while, of course, Bills of Lading are also mailed to those whose seeds have been forwarded by freight.

☞ If not received or you want a copy for a friend, please write for

Burpee's New Annual.





THE VEGETABLE SEED STOCK LEDGER. This is kept on the fourth floor, so as to be convenient for the charges made from the bulk seed stored on the upper floors of the original Burpee Building and in the warehouse to the South. A ledger account is kept with each variety of seed, and at any time we can tell just what stock was used to fill a given order.

A similar Stock Ledger is, of course, kept with Flower Seeds, but this is kept in the Flower Seed Department on the second floor.



The middle illustration to the left above shows part of the wrapping, tying, and packing of orders to be shipped by freight or express. The small illustration shows the filling of orders by number in books of four hundred each after they have been filled. We can at any time trace an order by our Card Index System and *want* you to complain promptly—if there is any reason whatever for complaint.

The illustration to the right shows some of the order desks in the FREIGHT AND EXPRESS ORDER DEPARTMENT. Each clerk has a good, roomy desk where the orders are gathered together previously to going to the checkers' table. The illustration above shows several truck loads of finished orders as they are leaving York Avenue side of the Burpee Buildings.





The illustration immediately above shows one aisle of order desks in the MAIL ORDER DEPARTMENT on the second floor. The desk room here is, of course, not so large for each clerk as in the Freight and Express Order Department shown on page 4.

The illustration in the upper right-hand corner shows one of the adding machines, called an Arithmometer.



This illustration shows the making ready of cardboard boxes which come in flat and are then "shaped" to hold the packets and packages of seed to be filled in the Mail Order Department.



The illustration above shows a corner where are filled many of the orders for special varieties of packet seeds offered in our advertisements.

The illustration to the right shows another time-saving duplicate department where orders for packets amounting only to \$1.00 or less are filled.

For "Reasons Why" Burpee's is the largest Mail Order Seed Trade in the world, kindly read some of the interesting prize letters on pages 61 to 70. We have many others (and some of them in our opinion "just as good"), but according to the combined opinion of the three judges those published are the best received. Had we space, however, we should like to publish others of our own selection as equally as good.





The illustration to the left shows the making up into bundles and packages of the mail orders in baskets after they have passed through the checkers' hands. Thousands of orders go over this table every day in the busy season. They are then stamped and put in a mail sack and sent downstairs by an elevator that is conveniently located to the rear of the stampers.

A VIEW IN THE BULB DEPARTMENT. The drawers and bins of this department are filled daily from the stock of bulbs kept in the cellars. The only bulbs we handle are those for spring planting. We do not handle Dutch bulbs, such as Hyacinths, Tulips, etc., for fall planting, as our business is now, as it has been for many years, that of SEED SPECIALISTS.



The illustration to the left shows clerks addressing bags for the Burpee Annual to daily applicants. Frequently thousands of applications are received in one day. The Burpee Annual, while free to all, is never mailed unsolicited except to customers of record.

The small illustration below shows several clerks at the "making ready" of packages for the FREIGHT AND EXPRESS ORDER DEPARTMENT after they have been checked off and before they are ready to be boxed.



BURPEE'S NEW ANNUAL FOR 1912 tells the Plain Truth about "Seeds that Grow" and describes Rare Novelties of Special Merit, which cannot be had elsewhere. A Bright Book of 178 pages, it is **mailed FREE** to Planters everywhere.



An aisle of order desks in the **VEGETABLE MAIL-ORDER DEPARTMENT**. In this department no seeds in bulk are kept at all. All packages are done up in advance and, therefore, the girls can pick them out of the various compartments readily and without any possibility of getting the wrong seed, which might happen did they go to bulk drawers. We use every known safeguard that constant care and ample capital can secure to reduce to a minimum the possibility of mistakes.

From **THE PHILADELPHIA RECORD**, March 5, 1911.

City's Seed Raising Makes Immense Industry

Mail Orders

Now to visit the farms of the company that does the largest mail-order business in seeds in the world. The W. Atlee Burpee Company, although it has its shipping headquarters in this city, really extends all over the country. In addition to many specially engaged expert farmers in different parts of the country who raise seeds for the establishment, three immense farms are maintained for the raising of seeds. One is near Swedesboro, New Jersey; one near Doylestown, Pa., and one is in the Lompoc Valley, California. The number of field trials made at the three farms each year is about 7000, while more than 15,000 soil tests for vitality are made.

The Fordhook farms, near Doylestown, are famous as the largest "trial grounds" in America. Of the 200 acres composing the farms there, 15 are used annually for the trials or experiments that are made in efforts to improve different varieties of flowers and vegetable plants. Beet and carrot plants are raised in large quantities and many acres are devoted to growing corn and tomato plants. In sweet corn there are 185 samples under trial, in field corn 46 varieties and in popcorn eight kinds. There are 243 varieties of tomatoes being tested this year in the Burpee greenhouses and in the open fields. Thousands and thousands of tomatoes are raised each year just for the seeds.

Getting Out the Seeds

The seeds are got from the pulp of the vegetable by a washing process. First, the tomatoes are ground to pulp. The seeds being small and slippery are not affected by this process. Then the ground mass is placed in a large trough. The pulp and skin float while the good seeds sink to the bottom of the trough and are removed. They are then placed on drying racks out of doors, where the sun removes all moisture. The last stage is the cleaning mill, where the seeds are subjected to a careful examination.

It would take a volume to give a detailed description of the many varieties of flowers grown at the Fordhook Farms. Petunias are a specialty there and many acres are devoted to trials of sweet peas. In addition there are poppies and the beautiful larkspur, a quick-growing, free-flowering plant, which produces erect, branching spikes of flowers in great pro-

fusion and with a wide range of bright colors and shadings. There are begonias, hollyhocks and quaint-faced pansies. When the pansy beds are in bloom they stretch away for hundreds of feet, looking for all the world like an immense crazy quilt spread over the ground. There are 176 different varieties of these flowers on trial at the Burpee farms.

Tomatoes and Melons

The Burpee farm at Swedesboro is called Sunnybrook. It is 17 miles from Philadelphia, near the Delaware River, opposite Wilmington. The country where Sunnybrook is located is famous as the greatest tomato and melon patch in the world, both for trucking and seed farming. During the season a shipment of 30 carloads of tomatoes from Swedesboro is not unusual. A little later in the season the shipments of melons of all kinds start. Both vegetables are raised in great quantities on the Burpee farms. Hundreds and hundreds of tests are made to secure the best seeds from each.



MESSRS. EDWIN LONSDALE AND HOWARD M. EARL examining the new Sweet Peas growing at Burpee's FLORADALE FARM, Lompoc, Santa Barbara County, California, season of 1911.

From California

Floradale is the name of the Burpee farm in the Lompoc Valley, California, where sweet peas are one of the principal products. The Lompoc Valley is ten miles long and about half as wide. It is located on the Pacific coast, 172 miles north of Los Angeles and 303 miles south of San Francisco. At that particular point on the coast the word Pacific is a misnomer. The contour of the land is such that the wind is more incessant and more violent than at any other place between the two cities. The beach at the entrance to the valley is always piled high with driftwood. The valley is inclosed by hills 200 feet high, and between these hills is found a channel through which the winds blow. The atmosphere is humid and cool and because of these climatic conditions certain plants thrive.

Here are Sweet Peas

It is in this wind-swept valley that some of the most beautiful sweet peas in the world have been grown. Twenty-five acres are planted in sweet peas alone. The flowers are arranged in beds 900 feet long and 6 to 12 feet wide. The crimson California poppies are also grown to a great extent and large tracts of ground are used for that purpose. Beans and onions take the lead among the vegetables grown at Floradale.

Just as interesting as the Burpee farms are the shipping departments of the establishment in this city. There the orders for seeds of all kinds are filled. In one large room dozens of nimble-fingered men and women prepare small packages of seeds for shipment. Each day trucks arrive loaded with large sacks of seeds from the farms. The sacks are given stock numbers and then conveyed to the cleaning department, where they are cleaned by an electric seeder. A force of young women, armed with scoops of different sizes, measure out almost as quickly as one can count, pounds, half-pounds and ounces. Elsewhere are papering machines with a capacity of from 20,000 to 22,000 packets daily, that weigh seeds with accuracy and precision, open envelopes and drop in the seeds, seal the envelopes and stack them ready for shipment.

All about are huge piles of small packages containing seeds ready to be sent to all parts of the country. In another room the large orders are filled by men to go by freight and express. Wonderful time-saving bins, racks and pigeonholes enable the order clerks, each carrying a little basket, to have the whole stock at their finger ends.—*From an Illustrated Article in THE PHILADELPHIA RECORD, March 5, 1911.*

Local Concern Sells Seeds to World by Ton

One Philadelphia House Which Fills Over 6,000 Orders
Daily at Height of Season

Most people have bought seeds in "little packets"; a few farmers have bought "bushels of seeds"; but who has even thought of "seeds by the ton"? Imagine how many "little packets" it would take to make a ton of a tiny seed! Or, if you should sow a ton of, say, celery in one long row, can you form any conception of how long that row would be? It is beyond comprehension, isn't it? And just think of getting more than 6,000 letters a day—and almost every one containing a remittance from 25 cents to \$100.

Yet every week in the height of the season one Philadelphia house, that of Burpee, sends tons and tons of seeds to every corner of the globe—and most of them in the "little packets." Perhaps this will give some vague idea of how very, very large this largest mailing order seed house in the world is.

Right here in Philadelphia, at Fifth and Buttonwood Streets and York Avenue, there is a great seven-story building, the home of the Burpee industry: "Seeds that Grow." Here 300 employees are kept busy handling the multitude of details necessary to insure the proper filling of the orders; measurers, weighers, testers—men and women packing seeds for South Africa, England and India, as well as for American customers.

A great deal of the Burpee seed is raised on their three model farms maintained at Fordhook, near Doylestown, Pa.; Sunnybrook, in South Jersey, and Floradale, in Lompoc Valley, Cal. But it would be impossible for these farms to raise all the seeds that this firm sells. Some of it is, therefore, "farmed out." These crops are located in all parts of the country where finest results are obtainable, carefully watched, and reports made constantly of their condition and development. Then some stock is grown on contract in England, France, Germany and Holland. If not up to the Burpee standard—pure, sturdy and full of vitality—the entire crop is rejected.

Even after the seeds are delivered in bulk to the Burpee warehouses, they are thoroughly inspected, tested and cleaned before being measured and packed for retail and wholesale distribution. Every container receives a certain number which indicates the lot from which its contents were taken. Through this number, in case of complaints, all seeds from any lot that proves defective can be traced. The entire lot in question is then destroyed.

Back in 1876 this now world-wide industry started in a modest little building at No. 223 Church Street. It was founded on the unswerving confidence of the purchaser—be he in Honolulu or Johnstown, Pa.—in the square deal that lies behind every purchase. A considerable portion of the success which this establishment has achieved is unquestionably due to the consideration which has always been extended to employees. An instance of the way in which the comfort of Burpee workers are looked after is found in the lunch room on the third floor of the Burpee building, where the girls, four and six at a table, may dine at actual cost. If the employee prefers, she may bring her lunch, and merely purchase a cup of coffee or milk to go therewith; or for 6 or 7 cents she can have a daintily served and substantially cooked lunch, such as would cost several times that sum at any public restaurant.

After the lunch she may retire to an airy, light, comfortably furnished rest-room. Plenty of easy chairs and couches there, together with tables filled with the latest magazines and newspapers. Provision is even made for such exigencies as a rain storm—a supply of umbrellas is at hand, which are loaned without charge.—*From THE EVENING TELEGRAPH, Philadelphia, March 25, 1911.*

The illustration to the right shows a portion of the WHOLESALE DEPARTMENT. The reason why BURPEE'S SEEDS are not sold more generally at wholesale is because of their necessarily higher cost. We never send out travelers to solicit orders either at wholesale or retail. We do supply, however, quite a number of the better class of dealers, but only with seeds in sealed packages. In other words, BURPEE'S SEEDS are sold in any quantity, but only *under seal*.



"The Seal of Quality."

Have
You
Read
The
Burpee
Annual
for 1912?

PART OF THE WHOLESALE DEPARTMENT.



PETUNIAS AT FLORADALE,—from photograph July, 1911.

We Grow More Varieties of Selected Flower Seeds upon Our Own Farms than do any other American Seedsmen.

Besides SWEET PEAS, we grow upon our own farms in Pennsylvania, California, and New Jersey the finest strains of many other flowers. We really "could boast" of our extra selected stocks of American ASTERS, ANTIRRHINUM, AQUILEGIA, BALSAMS, BEGONIAS, CAMPANULA, CARNATIONS, CELOSIA, CENTAUREA, CHRYSANTHEMUMS, CLEOME, COLEUS, CONVULVULUS, COREOPSIS, COSMOS, SHASTA DAISY, DAHLIA, DIANTHUS, DELPHINIUMS, DIGITALIS, DIMORPHOTHECA, DOLICHOS (both Bush and Pole), ESCHSCHOLTZIA, FUCHSIAS, GAILLARDIA, GERANIUM, GLADIOLI, GLOXINIA, GOURDS, HELIOTROPE, HOLLYHOCKS, IPOMEEA, KOCHIA, LOBELIA, MARIGOLDS, MIGNONETTE, MOONFLOWER, NICOTIANA, ENOTHERA, PENTSTEMONS, PETUNIAS, PHLOX DRUMMONDII, POPPIES (Annual and Perennial), PORTULACA, SALVIAS, SMILAX, SUNFLOWERS, TORENIA, VERBENA, and ZINNIAS. We also make a specialty of NASTURTIUMS, and have our own improved stocks of several distinct types that were first introduced by us.



PHLOX DRUMMONDII AT FORDHOOK,—in June, 1911.



THE ENTRANCE TO FORDHOOK FARMS ON UPPER STATE ROAD, one-fourth mile from Doylestown.

From THE FLORISTS' EXCHANGE, *New York*, April 29, 1911.

Has the Mail Order Business Reached Its Zenith?

The Question as it Applies to the Seed Trade.

From the fact that Burpee's, Philadelphia (thirty-five years established, hence old enough to be able to foresee coming events), has practically doubled its facilities for the handling of its retail mail-order business through the purchase of a four-story building adjoining its seven-story structure of 1898, and has disbursed some \$40,000 for the fixtures and appurtenances necessary to its new use—we should judge not.

From the fact that but a few years ago (1870) our population was forty millions, that in 1910 it was over ninety millions, and that by the year 1950 it bids fair to be somewhere around the one hundred and fifty million mark—we should judge not.

From the fact that Americans are showing a continually increasing interest in their gardens and home surroundings—an interest which is as sure to increase as are all the other factors which make for our progress and development in the joys of living—we should judge not.

Provided, always, that the same unflagging attention now given all the minute details necessary to insure purchasers obtaining reliable seeds is maintained, and that the business itself is carried on along the same general broadminded lines which have characterized the dealings of successful houses like those of Burpee and others.

No, we do not for a moment believe that the mail-order trade has reached its zenith in this particular industry; on the contrary, we venture the prediction that by the year 1950, large as the transactions of this day may appear to us (and they are large—very large—as compared to those of even 25 years ago), they will look insignificant to those who will record and analyze the seed trade figures of 1885, 1910 and 1950.

The writer, in a recent visit to the Burpee warehouses, was courteously escorted throughout the two large buildings by Messrs. W. Atlee Burpee and Howard Earl. Details of the arrangement of the floors, in a quick inspection as was this one, are not easy to give, but the first and most lasting impressions are those of vast spaces with ample facilities for the conducting of an immense business in the most economical manner possible and, as compared with most structures, the great flood of daylight which streamed without hindrance into the innermost recesses of every nook, thus making for cleanliness and health, this good lighting made possible owing to the fact that the buildings have a frontage on three streets.

The new four-story addition, which was fitted up last year in readiness for this present season's trade, affords an additional 100 per cent. more capacity than before existed for the filling of distinctly mail-trade orders, as well as giving more room for the housing of merchandise. Mr. Burpee asked the writer whether he thought that, in view of its present commodiousness, the firm would ever have sufficient business to tax its present capacity; hence the reason why this article is headed as it is.

While every one of the present 260 and odd employees has ample room to move around in, judging by the rapid growth of the previous years, it will be much under a decade before this establishment, with all its present capacity, will be again taxed to its full in the rush season.

The complete remodeling of the two buildings has enabled the firm to provide liberally for all its occupants and departments. Mr. Burpee and Mr. Earl enjoy pleasant and roomy private offices, and into these penetrates no sound from the busy workers. The ten cashiers who open and distribute from three to seven thousand letters a day, are equally well protected from disturbance, as the stenographic force has its own distinct light and airy room where it can play its daily concert without annoyance to other office workers. The bookkeeping, which term naturally includes the system adopted for the handling of the mail orders as well as for the ledgers which record the heavier items of the business, is conducted on a wonderful system, geared and closely interwoven the one into the other like the works of a first-class

watch, so that but a moment is required to ascertain any item in connection with any transaction whatsoever, the detail work being recorded so minutely that it is possible to tell at a glance, for instance, the vitality test and who grew, say, the Parsley seed purchased by John Smith of Prescott, Ariz., a month or a year previous.

From the sets of books dedicated to stocks on hand may be ascertained at any moment the vitality test, the quantity of a certain stock received from the Burpee farm on which it was raised, or the different growers from whom it was procured, the amount sold, and the quantity remaining on hand, together with the number of packets and subdivisions of ounces, pounds, sacks, etc., into which it has been divided for retail and



BOOK-KEEPING DEPARTMENT.

wholesale trade. And so on throughout the entire system of bookkeeping.

The method of taking care of mail-trade orders is an interesting one to follow from the moment when an order is received until ready to leave the building by mail, express or freight.

Cut into the table in front of the cashier and each assistant are three slits for remittances, one each for stamps, checks and money orders. The slits lead to large cans, which are emptied later in the day. The amount each envelope contained is carefully marked on the accompanying order slip, which latter finds its way to an adding machine, where the totals of the orders must tally with the remittances taken from the boxes.



ONE OF THE BARNS AND ALSO ONE OF THE FARMERS' HOUSES ON FORDHOOK FARMS.



As soon as the names and orders are listed and numbered on a card system (for quick reference) the orders are divided into States and placed on a rack of hooks, one for each State. These orders are then handed to clerks who address labels which are attached thereto. The orders then travel systematically to the different departments for filling and, when complete, are turned over to checkers who inspect every package, thus placing errors at a minimum. Next, the order is turned over to the packer, after which it is labeled, weighed, stamped, and is then ready for transportation.

Every department of this great seed house was inspected, but no attempt will be made to describe in detail the further working out of the system whereby orders received today are on their way to the purchaser tomorrow, beyond stating that the packets of seeds in their various sizes are so grouped, numbered, named and arranged in tiers upon tiers of pigeonholes that the employees are enabled to gather the material called for expeditiously and with the least waste of time. The vegetable seed department is separate from that devoted to flower seeds; the basket containing the vegetable selection is passed into the flower seed department, where the order is completed, after which it goes into the checking room, where every item is scrutinized and doubly checked in order to make as sure as human fallibility allows that it is complete in all its parts; provision is made for cases where the order is incomplete, in which case the basket is turned over to a department organized for just such cases.

The racks containing the seed packets are provided with heavy curtains which, at the close of the day, are dropped, thus forming complete dust protectors. Additionally, to provide against the inroads of mice, barrels of naphthalene are kept available and the floor scattered from time to time with this chemical. This burns the feet of Mr. Mouse when he ventures forth, and, consequently, the warehouses are kept very clear indeed of vermin through this simple precaution. The bag filling machines, which weigh automatically any desired quantity of seed, and perform other wonders, are great mechanical triumphs. The printing office adjunct, with its battery of four small presses and an output of more than five million impressions yearly of all manners of seed bags, small circulars, etc., is another desirable installation.

The writer noted that a number of the young men who worked at Fordhook Farms, Doylestown, Pa., the big trial grounds of the Burpee Co., are employed in various departments of the warehouse during the winter, and in this manner are enabled to obtain a warehouse education and considerable insight as to what becomes of the seeds after they have been matured on the trial grounds.

A word as to the employees, the great majority of whom are young women. It would seem as though the Burpee firm had in their employ all the good-looking young women of Philadelphia; possibly the reason for this consists in the fact that they are treated not only with the greatest courtesy by the heads of departments, but that their wellbeing in work hours is carefully provided for. On the third floor of the building, facing on three streets, is a large airy dining and rest room, provided expressly for these young women, and here they lunch in comfort and at cost price. The menu for lunch the day I was present is here given: Clam chowder, 3c.; bread and butter, 2c.; corned beef sandwich, 3c.; fish cakes, 5c.; frankfurters (2), 5c.; potato salad, 3c.; coffee, cocoa, milk, 2c.; tapioca pudding, 3c. The rest room is provided with rocking chairs, settees, tables for writing, and newspapers and magazines in plenty, so that, immediately after luncheon, the girls can retire to this room and enjoy themselves in whichever way pleases them most during the balance of their noon recess, which lasts one hour. In providing this service for the employees Mr. Burpee takes great pride, and personally sees to it that the service is maintained at par. A stock of umbrellas is kept which employees can borrow in storm emergencies. Racks for both men and women are provided wherein they can store their street clothes and keep them under lock and key. Large toilet rooms, neat as a new pin, are to be found on every floor. The men employees are provided with a reading and smoking room.

Thirty-five years of business experience, with the loyal assistance of a devoted staff of assistants, and persistent, unflinching endeavor to please and satisfy, has developed the Burpee business into one of the largest of its kind in the world.—*From THE FLORISTS' EXCHANGE, New York, April 29, 1911,—written by the Editor, MR. A. T. DE LA MARE, after a personal visit of inspection.*



CHECKING ORDERS FOR FLOWER SEEDS.



From the Atlantic to the Pacific Burpee's FORDHOOK FARMS are famous as the largest Trial Grounds in America

The illustration herewith is from a photograph taken June 30, 1910, of the "Checker Board" portion of Trial Grounds at Fordhook.

From the Atlantic

Professor Johnson, of *The American Agriculturist*, performed a similar office on behalf of the members of the agricultural and horticultural press present. Mr. Johnson said that the day had been one rare treat.

. . . . In speaking of the immensity of the trial grounds at FORDHOOK, Professor Johnson stated that those present would take home a lesson which would be remembered for many years. **There was not an experiment station in the United States, supported by State or national legislation, that had anything like the variety of tests that were conducted on the Fordhook Farms.** He said this in all fairness to the splendid work of the Experiment Stations.

—Extract from an Editorial account of "A FIELD DAY AT FORDHOOK," which appeared in *THE FLORISTS' EXCHANGE*, New York, July 4, 1903.

From the Pacific

A careful seedsman's experiment grounds, like yours, it seems to me, are far more useful than any of the colleges or public experiment stations, as it is all practical work. **Your Fordhook Trial Grounds were the best of all my Eastern object-lessons, and I had many of them. I had no idea of their extent and value, not only to yourself, but to every one of your customers, and eventually to every one who cultivates the soil.**—Thus wrote LUTHER BURBANK, "*The Wizard of Horticulture*," from Santa Rosa, California, October 20, 1900, upon his return from an extended eastern trip.

Burpee's Floradale Farm. Lompoc, California.

The illustration herewith is from a photograph taken the past summer (1911). For a larger illustration taken in June, 1910, see *third page cover*. In this beautiful Lompoc Valley we shall have more than one hundred acres in SPENCER SWEET PEAS alone this season,—a sight worth traveling hundreds of miles to see next June or July. Below is printed the unsolicited opinion of one of the best known and most expert Sweet Pea Specialists of England, who visited FLORADALE last summer:

An English Opinion of Floradale.

Mr. George Burt tells me that while he was in California he was taken over Messrs. W. Atlee Burpee and Co.'s great seed farms in the Floradale Valley. He says: "It was truly a wonderful sight to see the acres of Sweet Peas in full flower, and it was easy to compare the colours, growing as they were in big batches. Uncle Sam, a new one, is very similar to Mrs. Wilcox, but the flower stems were longer. Vermilion Brilliant impressed me very much, and it is quite distinct from Scarlet Monarch or King Edward Spencer. It is a very desirable colour of Spencer form and a strong grower. Stirling Stent was very promising, and being a dull day the colour was lovely. Florence Nightingale was growing strongly, but varied in type, and was not the clear lavender I expected to see. Gladys Burt, Mrs. Hugh Dickson, and Mrs. Routzahn were carefully compared, as growing and bunched. The former was placed first by my friends, it being richer in the pink, more defined on the cream ground, and giving a longer stem than the others. A great demand is expected for this variety. King Edward Spencer and Maud Holmes as growing there were practically identical; bunched together there was no difference, but the former was the stronger grower. Gladys French was very beautiful and true, the huge patch giving a very pretty effect. Burpee's Mauve is a Pea of the future, but not fixed yet. Numberless varieties were on trial, and many promising seedlings were marked for further testing. The Peas on the whole were growing very strongly, and evidently the manager is the right man for the Lompoc Farm. I may say that the climate of California fixes the colours of flowers, and one does not see the varying shades in some varieties that are produced by climatic conditions in the old country."—From "THE GARDENER," London, England, December 23, 1911.





Burpee's Fordhook Farms are Famous as the Most Complete Trial Grounds in America!

At FORDHOOK FARMS (supplemented by our farms in New Jersey and California) all seeds are tested, but we "*hold fast* only to that which is good!" The field trials number fully seven thousand, while more than fifteen thousand soil tests for vitality are made also every year. The vitality can be proven easily before planting, but not even an "expert" examination would reveal whether seeds are of a high-grade pedigree strain or the veriest rubbish.

The fact that more planters order direct from us,—year after year,—than from any other firm in the world, shows that BURPEE'S "SEEDS THAT GROW" *have been proved trustworthy*. A mistake may occasionally occur, however, while success depends largely upon conditions of soil and climate, hence no honest seedsman could assume responsibility for more than the price actually paid by the purchaser. For thirty-five years we have stated plainly that, should failure occur from any fault of the seed, we would promptly refund the price paid. This ought to convince even new customers that we have confidence both in the quality of BURPEE'S SEEDS and in the safeguards with which we surround their growing, cleaning, and packing.

Nowhere else in America is there expended so much time and money each season in "proving stocks" as on our FORDHOOK and SUNNYBROOK FARMS, while at no other warehouses is greater care exercised in cleaning and handling seeds.

Planters who may visit Philadelphia are invited to inspect the BURPEE BUILDINGS, where we shall be pleased to explain the workings of the various departments. We have nothing to conceal and are glad, also, to have customers examine the crops and trials at our five farms,—FORDHOOK (three farms), SUNNYBROOK and FLORADALE.



This Entrance to FORDHOOK is nearly one mile east of the Western Entrance shown at top of page.



INSPECTING THE IRRIGATING SYSTEM IN MAIN TRIAL GROUNDS AT FORDHOOK FARMS.
One of the illustrations in THE FLORISTS' EXCHANGE, New York, July 2, 1910.

Trial Grounds of W. Atlee Burpee & Co. Fordhook Farms, Doylestown, Pa. *

By EDWIN LONSDALE

THE many tens of thousands of purchasers of seeds sold by W. Atlee Burpee & Co., of Philadelphia, willingly concede the claim made by this firm, which is, that it sells the "Best Seeds that Grow."

In the endeavor to ascertain how far this claim and the further one of selling "the Best by Test" could be substantiated, the writer of these notes made a lengthy visit of inspection to the trial grounds at Fordhook Farms, Doylestown, Bucks Co., Pa. He was met there by Mr. Howard M. Earl, the business manager for the house, who, in course of conversation, made the remark that their "constant aim was to make the best better," which is the true and correct spirit, and cannot fail to make good. Evidences are not wanting that the plain truth about the Messrs. W. Atlee Burpee & Co.'s seeds has unvarnishedly been told whenever occasion required.

Through the thoroughness of the system enforced here and the completeness of the methods applied, this great seed house has reached the highest plane, and every possible and legitimate effort is being made to maintain this position, every undertaking being carried out upon broad gauge and generous principles.

A position, generally conceded and worthily occupied, is that this firm is doing one of the largest mail order seed businesses in the world. Such a tenure could not be maintained did not the powers behind the scientific experiments conducted here exert every endeavor to uphold same through the exercise of energetic intelligence and complete thoroughness. The whole truth about their seeds is set forth in their "Silent Salesman," mailed on its errand of good will and business to hundreds of thousands throughout the United States, Canada, and Europe.

At Fordhook Farms the lawn surrounding the residence of Mr. W. Atlee Burpee is broad and expansive, as also is that framing the cosy cottage occupied by Mr. Earl, located at one of the farm entrances, while the well ventilated, airy seed house is surrounded by an equally large lawn, and the mowers are kept going at frequent intervals, thus giving the grounds a neat and trim appearance.

* This article with large illustrations appeared in the *FLORISTS' EXCHANGE*, New York, August 21, 1909, and was written by EDWIN LONSDALE (who was then on the staff as a regular correspondent). This was before either he or we had thought of his becoming Resident-Manager of FLORADALE.



One of the Six Entrances to BURPEE'S FORDHOOK FARMS.

One of the prominent features here is the truly rural, home-like environment, while the lack of formality in the landscape effects is also to be commended. All the buildings and the greater portion of the trial grounds stand on a bold eminence, which gives a view of miles of surrounding country of picturesque hills and valleys. Two magnificent specimens of the European Linden (*Tilia Europæa*), as well as several other fine trees, surround the Burpee residence. This gentleman and his two sons, David and Washington Atlee, Jr., believe in sleeping outdoors, when at home, and the balcony on the second story has been fitted up with that object in view.

Situation Ideal for the Purpose

Fordhook and all the accessories connected with the seed farm are as nearly ideal for the purpose as is possible. The firm is to be congratulated on the selection of such a location, which at one and the same time furnishes a beautiful home site and is so well suited for the purposes for which it is intended, namely, the testing of seeds, with all that this term implies.

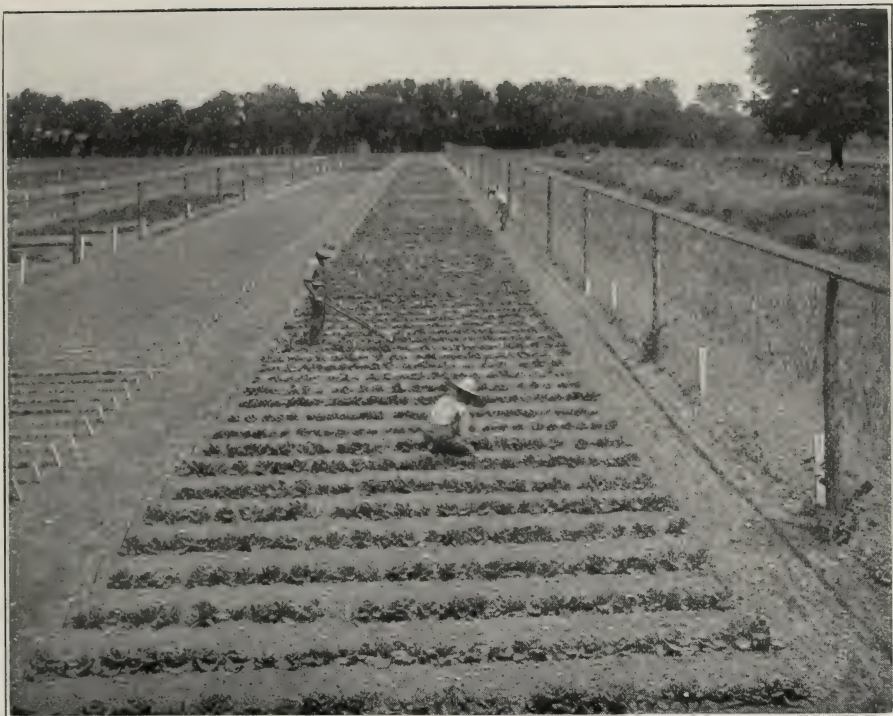
No matter in which direction your journey of inspection carries you, evidences of the technical understanding of the seed business in all its numerous details and various branches abound on every hand. Not that anything is done here that cannot be done, and is done, on most well ordered and intelligently conducted farms, where farming only is the main object in view, which means in a common sense and practical way without any undue liberties being taken with the soil.

Weeds are not tolerated; horse and hand cultivators are always on the go; this is good tillage, keeping the soil mellow and loose on top, thus conserving moisture as well as keeping the weeds in subjection. When a weed does venture to show itself, Mr. Earl approaches it in a manner unmistakable; he will have none of it, or its kind, where he is.

Mr. Earl is a product of Fordhook. Soon after leaving school, he took a course at the Philadelphia warehouses and in the office, and, after absorbing all the intricacies of that end of the seed business, he turned his attention toward the Fordhook Seed Farms and trial grounds, and now he divides his time about equally between the city offices and Fordhook, when not examining contract seed crops in distant States.

Details as to Trials

The Fordhook Seed Farms contain about 200 acres, at least fifteen of which are made use of annually for trials, the details of which we will endeavor, as briefly as possible, consistent with so pleasant a duty, to refer to here. The all-absorbing desire of the Burpees is to come in possession of positive knowledge concerning the behavior of every seed they handle. This is the watchword which is instilled into the minds of the workers all along the line who are identified with so praiseworthy an enterprise; it is in the atmosphere; it is, as it should be, irresistible.



LETTUCE TRIALS at Fordhook, June 30, 1910.

All seed trials are thoroughly made and the results are as accurately recorded; these conscientiously carried out trials are then made use of for future guidance. In order to realize the magnitude of the work on hand, it may be stated that about 16,000 tests for vitality are yearly conducted, and all are "soil" tests, which means that the soil, as found on this farm, is used in which to plant the seeds. This is believed by Messrs. W. Atlee Burpee & Co. to be the only true and satisfactory test, as, in this way, seed is grown under exactly the same conditions as it is expected to be grown by their customers.

These vitality tests are, as it is natural to suppose, of signal importance, especially when conducted as soil tests, for no matter how worthy the species, variety or type may be, if the seed sown fails to show satisfactory germinating qualities, it is cast away as of no value.

Description of Novelties in Flowers

All novelties sent out by the Burpees are tried under all possible soil and climatic conditions before being disseminated, thus insuring, as nearly as it is possible, satisfactory results for all new varieties fathered by this firm. One of the most brilliant features to be seen at the time of my visit, from a show point of view, was the plantation of annual Phlox Drummondii, then in full bloom. As many people know, this is an American annual, native of Texas. These bright and showy flowers occupied what might be appropriately termed the vantage ground of the Farms, on the crest of a gently rising hill with ten acres of woodland as a background. Phlox Drummondii began to show its predisposition to vary the first year it was brought under cultivation; it has divided into more types than almost any other annual. The grandiflora type, with its large petals overlapping in all the gorgeous colors known in this vari-colored class of popular annuals, is a favorite, many of the individual flowers approximating closely in size to that of a fifty-cent piece. Several of the varieties are grown separately, and kept true to type and to color; other seed is grown to be sold as mixtures, and some of the best as to color, but not individually strong growers, are raised separately and the seed added to the mixtures so as to better balance same as to colors.

The larger flowering Cecily, the new dwarf Phlox, is very uniform in its manner of growth, and leads, in every respect, the variety nana compacta, and how beautiful to look on at close range are the starred and fringed varieties; these are truly peculiar in form and attractive to the eye; I had never seen so many bright colors in this type before.

A Line on Sweet Peas

Sweet Peas have long been a leading specialty with the Burpees, this firm having been among the first to take this popular annual in hand, and it has been instrumental in developing many of the very best varieties in cultivation today. Sweet Peas were just passing when I went there, but I was in time to note how carefully every detail of source of seed, color, flowering and behavior was recorded.

Nearly the whole gamut of colors may now be had in the new Spencer type of Sweet Peas. This distinct and improved wavy form is believed to be a "seed sport" from that good old timer, Prima Donna. There have been some complaints because this new type may not always be relied upon to come so true to color as do the older types, and this explanation is given: The older varieties rarely or never produce estrays, because the pistils of the flowers are securely protected from other than its own pollen, whereas in the "Spencers" the stigmas are frequently found to be exposed, thus rendering it possible for insects in their flight from flower to flower to deposit other pollen of a given variety than its own, and in this way cross-fertilization is frequently effected, causing the apparent mixtures to appear, or giving vent, as it were, to what may properly be called the more sportive tendencies of the newer Spencer type. This characteristic is gradually being eliminated, and it may be reasonably expected that eventually and before long the Spencers will come as true to color type as do now the older originals.

The Sweet Pea trials made by the Burpees this year numbered 723 of the tall or grandiflora sorts, including the Spencer type, and 27 of the Cupid or dwarf varieties; the intermediate or bush types are about to be abandoned as not being entirely satisfactory.

To properly describe the Sweet Pea trials, as conducted at Fordhook, would mean the getting out of a book on the subject, for every variety of merit is to be found in these extensive grounds. We notice in passing along the rows the Burpee novelties of 1909, Mrs. Routzahn Spencer, Queen Victoria Spencer, and King Edward VII Spencer, the latter being especially noticeable on account of its excellent color, in this respect equalling, if not surpassing, the same variety introduced by an English firm. It is to be regretted that our English cousins are so eager to bring out new varieties, as this is not only causing a multiplicity of names, but is the reason for some stock coming to our side in an unfixed condition.

For 1910 the Burpees have four magnificent Spencers: Miriam Beaver, beautiful dark apricot-pink; W. T. Hutchins, a delightful shade of blush-pink on primrose ground; Marie Corelli, similar in color to the grandiflora Prince of Wales, but of Spencer form, and Senator Spencer. This latter, with Aurora Spencer, introduced last year, make two desirable additions to the Spencers. Senator Spencer is a fine large flower, with background of light heliotrope striped with claret or maroon. Aurora Spencer, introduced in 1909, in a limited way, is the handsomest striped variety I have ever seen; it is salmon-pink, striped on white ground. Othello Spencer, another introduction of 1909, is a rich dark maroon self of great beauty. It is also worthy of note that Primrose Spencer and White Spencer are holding their own with many of the later novelties.



SWEET PEAS AND VARIEGATED-LEAVED DWARF "QUEEN" NASTURTIUMS,—From photograph taken at FORDHOOK, June 30, 1910.

After trying different dates in the early fall and the early winter, in which to sow Sweet Pea seeds for flowering the following season, it has been proven to the Burpees' satisfaction that late in November, or early in December, were the best times at which to plant; and the reasons given are sound; these are that when germination has taken place there is more danger of the vital parts of the seeds being injured than when same remain dormant. When sown late, immediately before severe freezing weather sets in, the sprouting of the seeds is not so likely to take place, consequently the seeds are kept in cold storage, as it were, and in position ready and waiting to grow just as soon as the proper weather conditions are right.

Trenching deeply, or rather digging deep trenches in which to plant these popular annuals has been tried here, but has proved to be too expensive for general adoption, in fact it has not paid, for the season of flowering was not prolonged to any appreciable extent, consequently it may be abandoned.



Trials of PERENNIALS,—from photograph, FORDHOOK, June 30, 1910.

Petunias, Hollyhocks, Begonias, Etc.

Petunias are a great specialty here. The Giants of California are considered great; but Burpee's Defiance is still greater, some of its flowers measuring over five inches across. Of Howard's New Star there are two separate blocks being grown. Every effort is made to keep these Star Petunias true to color markings; the flowers show a five-pointed, light colored star, broadly edged with solferino, but they vary at different seasons of the year, and that on the same plant. This, however, is characteristic of Petunias in general, and especially does this apply to those with markings; sometimes self-colored flowers will come on plants, the first flowers of which may have possessed a desirable form of marking; therefore, it will be a difficult matter to "fix" these "Star" Petunias so that they will come absolutely true from seed. They are very beautiful and useful as they now are. The Dwarf Inimitable is one of the very best and most satisfactory for general purposes. Enchantress is another good type, producing vari-colored flowers, and Adonis is a self-colored rose color. Burpee's "Baby Blue" is a seed sport selection from the last named, with flowers of a bluish magenta color, quite distinct. The Fordhook Fancy Fringed have double flowers, deeply fringed; at least a fair percentage come double, and are of various markings, with some self colors among them.

Poppies are well to the fore here, Burpee's varieties, as Fairy Blush, Shrimp Pink, and Fordhook Fairies, all double in varying shades of pink; some, however, are pure white, edged picotee-like with a delicate coloring, deeply fringed, many flowers being over a foot across. Burbank's Silver Lining have single flowers, and are a selection from the old red Poppy, the silvering being on the reverse or underside of the petals, giving them quite a distinctive appearance. Very few flowers are more showy than are Poppies, and very few more satisfactory for the garden.

There are quite a number of distinct color shades in the California Poppy (*Eschscholtzia*) now-a-days, and they are all here; a new one named Pearl is pretty and promising.

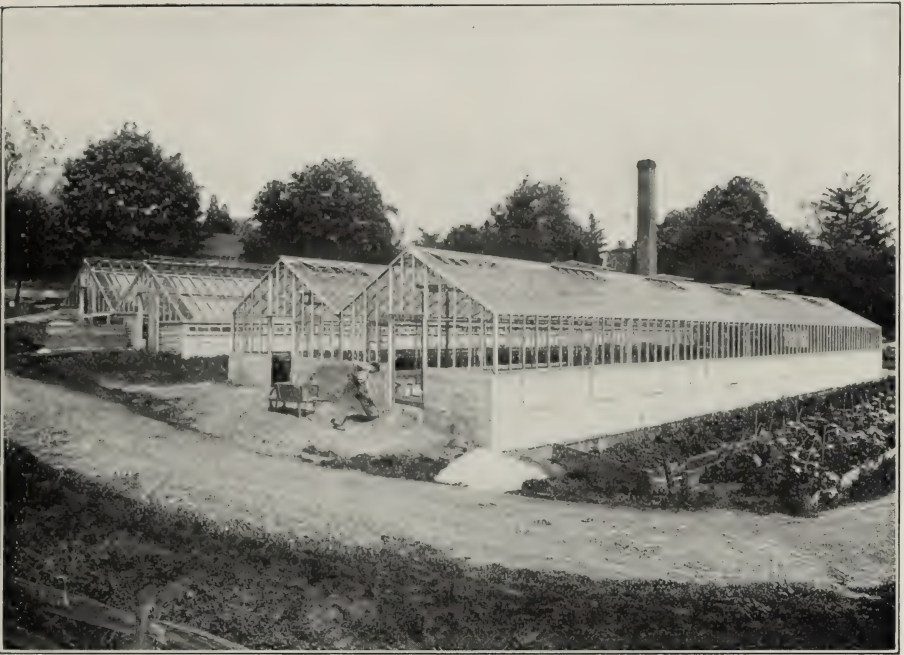


THE OFFICE AT FORDHOOK FARMS,—where Records of Trials and Crops are kept.

This little two-story building (nearly concealed by trees) was the original "farmhouse" at Fordhook. It was built about one hundred and thirty years ago,—long before we entered the seed business (!),—and when farmers and gardeners thought that they must save their own seeds, to be sure of purity! At that time there was not a single seedsman, in anything like the modern sense, in America and but few in Europe. The Seed Trade is of "modern evolution," and it is acknowledged that nowhere has more been done to inspire confidence in "bought seeds" than at FORDHOOK FARMS,—so famous as the largest trial grounds in America.



A field of PHLOX DRUMMONDII,—growing at FORDHOOK, June, 1910.



THE GREENHOUSES AT FORDHOOK,—October 1, 1910. In these greenhouses and adjoining frames samples of every lot of seeds are tested for vitality. Young plants of certain vegetables and flowers are also started for setting out in the fields. We do *not* grow plants for sale, as we are SPECIALISTS IN SEEDS.

A beautiful blue Larkspur seen here was very attractive, *Delphinium Chinensis*, "Blue Butterfly," which is an excellent selection from the original type. It is a perennial, but when sown early under glass and taken care of and planted outdoors as soon as weather conditions are favorable, it will bloom the same year.

A large stretch was planted with the best to be had in Hollyhocks, though, from a flowering point of view, they were passed their best. Tastes differ as to whether generous guard petals should form a part of a double flowering Hollyhock, or, whether these should, through rigid selection, be eliminated entirely. In Great Britain, I believe, the style of flower best suited to the tastes, is that without the guard petals. In America this style of flower appears to be too "lumpish," lacking the grace which the guard petal gives. One of the chief charms in the Allegheny type of Hollyhocks is its lack of formality.

Among the popular *Salvias* the newer Blood-Red selection from the original Scarlet Sage (*Salvia splendens*) ought to become popular, and will prove to be superior to the older variety in some situations, and the Little Lord Fauntleroy, as seen here, in comparison with the much lauded Zurich, is far superior to the last named, which the horticultural press, last season, so freely advertised.

Antirrhinum Yellow Queen looks like an excellent selection for florists' use, producing long spikes closely set with large flowers; the color is all that can be desired. The African Marigolds, Lemon Ball and Orange Ball, are the best in these colors to be found anywhere. Other color types are being developed as selections from the above, which will doubtless be heard from later.

Isolation is the only safeguard when developing new types, and the Burpees see to it that this method is faithfully carried out.

The Burpee's Bush *Dolichos* ought to be better known. It produces extra long spikes of pure white flowers. The plants have a bean-like appearance and are dwarf and compact in their manner of growth; a new tall vine growing variety, named Iridescent, has pinkish lavender colored flowers with seed pods of light green suffused with a glossy pinkish tint; quite distinct.

A favorite sweet-scented flower here is what in some of the older countries is called Cherry Pie, but, botanically, *Heliotrope*. It is raised here from seed in these progressive days. The gardeners of the olden time would be astonished to see how large are the heads or trusses of flowers that are produced by these improved varieties, and they vary in color from almost pure white to dark heliotrope blue.

Begonias are another feature here, both the fibrous rooted varieties, to which the *semperflorens* belongs, as well as the larger flowered, both single and double, belonging to the tuberous-rooted section. Vernon is perhaps the best known of the *semperflorens* varieties, and

the Vulcan is a selection from Vernon having brighter colored crimson flowers. This variety originated at Fordhook, and is a much more effective variety for outdoor summer work than the original Vernon, and the surprise is that it is not more used. *Begonia gracilis alba* is a promising white flowering variety. The Duchess of Edinburgh ought to be better known; it is very distinct from any other semperflorens, yet flourishes equally well as any other. The flowers are large and freely produced, and the plants are very uniform in their manner of growth. The color of the flowers is white deeply edged with a beautiful shade of delicate pink. All these *Begonias* ought to be more frequently seen than they are, because so valuable as bedding plants; they may also be lifted at the end of the summer season and will continue to bloom in the window or the conservatory during the winter.



PANSY TRIALS AT FORDHOOK,—October 1, 1910.

Pansies, as may be indicated by the number of seed trials here, are another leading specialty; 176 are on trial for purity of stock and value of variety. Not that there are that number of distinct varieties, but, wherever obtainable, seed is secured and tried out, and in this way only the very best is kept in stock for their trade.

Asters are sown late in order to avoid the ravages of the beetle. All the types and varieties worth growing are here grown.

Nasturtiums are to be found in large numbers, the marbled-leaved varieties being very conspicuous. Of the dwarf or Tom Thumb varieties, there are 102 on trial, and 59 tall varieties. It is the Burpee aim to retain all the varieties and distinct types of Nasturtiums worth having and to discard all others.

An odd *Coleus* attracted my attention, in green and black, which has been named the Irish-Zulu. Another type, with large bright colored leaves, was very striking. This is called the "Sunset Strain"; this name answers well, being descriptive. These types come practically true from seed. *Coleus* seeds germinate very readily in strong heat with moisture, and the young plants grow very rapidly in hot weather.

It is a great wonder more *Portulacas* are not grown, so very showy are they, and if given a sunny situation nothing equals these in freedom of bloom. The best of the different varieties were to be seen here, both the single and double flowering.

The *Oxyura chrysanthemoides* on trial is quite attractive; it has yellow daisy-like flowers tipped with white; it is very pretty.

Dahlias sown in the open ground came up freely and very strong, showing what may be accomplished with good seed.

A Cornflower, *Centaurea imperialis*, ought to be more grown; it is assuredly excellent for cut flowers; its colors may be classified among the lilacs and lavenders. The yellow *C. suaveolens* is a beautiful shade of yellow, and very attractive. The new Lady Lenox *Cosmos* was to be seen here keeping up its reputation.



BEET AND CARROT TRIALS AT FORDHOOK,—June 30, 1910.

The Vegetable Seed Trials

While there are innumerable other flowers to be seen on this well ordered place we must take leave of them and turn our attention to some of the vegetables seen here. In the first place a very generous allowance of all vegetables is made for home consumption. Beet and Carrot trials are conducted on the hilltop, where same may be planted early, because the nature of the soil admits of the roots penetrating easily and the frost leaves earlier here than it does below, where the soil is more or less tenacious in its character.

Corn and Tomatoes are a great combination here. These are used as "checks" to each other in their trials. In Sweet Corn there are 185 samples under trial; Field Corn, 46; Pop-corn, 8. In Tomatoes there are 243 in number on trial. In the main crops there are three acres of Burpee's Dwarf Giant grown for seed; it is, I understood, the result of a cross between Dwarf Champion and Ponderosa. It is a dwarf growing form of the latter well-known variety which is recognized as producing the largest fruits of any variety in cultivation. It is all that could be desired in a tomato, and there is much space saved in the planting. Instead of four feet apart, as is usual with the planting of tomatoes in general, this variety may be planted three feet apart. Its fruits are by far the largest produced of any of the dwarf growing varieties of tomatoes. A nameless tomato, sent out for advanced trial, it is expected will prove a companion variety to Dwarf Giant, it having sported among this new variety. The leaf of same is more nearly entire than is the Dwarf Giant from which it sported; it bears more of a potato leaf than that of the regulation Tomato.

Burpee's Extra Early Pink is the very earliest pink variety of tomato to be had anywhere. Some markets prefer the pink color. The Sunnybrook selection of Sparks' Earliana is far superior to the original. When this very early variety was first sent out it had a serious defect in the light of present-day tomato requirements. It lacked uniformity, which, by the Burpees' rigid methods of selection, has to a large extent been eliminated. It is the same with Chalk's Jewel. The Burpees have rejected all inferior formed fruits from which seed is saved, until it is far superior as to its more rounded shapeliness, and yet without losing any of its value for earliness.

The Peach Tomato is as much like a peach as it is possible for one distinct fruit to be like another. Burbank's Preserving Tomato is the best of its kind. The fruits look like orange-colored cherries and, judging from appearances, they are very prolific.

The Bush Limas are also grown in check with Tomatoes. That is to say, a sample of a given variety of Tomato is grown for a certain number of feet, then follows in a similar space, Lima Beans or Corn as the case may be. By this system both are kept entirely separate, yet near enough together for the purposes of comparison.

The Messrs. Burpee are naturally proud of their recent introduction of the dwarf or Bush Limas, namely, The Burpee-Improved and the Fordhook Bush. With commendable pride and sanguine assurance, Mr. Earl took pods from their introductions and compared them with the best of the other varieties of Bush Limas grown for comparison, with the advantage most decidedly in favor of the New Burpee-Improved Bush Lima. Bush Limas are only sown at Fordhook for trial and not for seed-saving purposes; they must undergo the try-out process on the comparative test plan, no matter from what source they come. No one's "say-so" is taken here.

Cabbage trials are made at two different seasons of the year. They were being gone over and noted the day I was at Fordhook, the last week in July. These had been sown under glass in February; those for the later trials were sown in May, I believe, outdoors, and were transplanted twice in order to have the plants in good sturdy condition for their full development. Cabbage seeds come from many sources. . . . Every form of the Brassica tribe, to which cabbage belongs, is tried at Fordhook in order to ascertain its value.

Some beautiful Curly Kales were sufficiently distinctive to be used for decorative or garnishing purposes. The glazed Kale of the South is not much bothered by caterpillars, and some one has said "nor anything else," but that is an exaggeration. . . .

The method pursued at Fordhook to kill and get rid of the cabbage worm or caterpillar, is through the use of Paris green, which has been found here the only effective remedy. The way the Paris green is applied is by thoroughly mixing one pound of the poison with two hundred pounds of land plaster, and then applying with a duster to every part of the leaf, which will very effectually get rid of this most troublesome pest.



BOYS PICKING SEED OF *Salvia splendens* in one of the fields at Fordhook, on October 1, 1910.

Many plants are grown at Fordhook for the seeds they produce; these seeds could be bought in Europe, at a much lower price than they can be grown here, but the guarantee that goes with the brand of this House is not so easily bought. . . .

The Trial Grounds at Sunnybrook

W. Atlee Burpee and Co. also have a seed farm and trial grounds at Sunnybrook, N. J., near Swedesboro. A more desirable location could not have been selected both as to climate and soil conditions. A part of Sunnybrook is sheltered on the north and northeast by woods containing Chestnut and other trees, furnishing an ideal corner for very early crops, whether for trials or seed raising in quantity. There are hotbeds here for starting plants when deemed advisable, also greenhouses thoroughly well heated by hot water.

Burpee & Co. have for years had contracts with many careful New Jersey farmers, and while some crops are grown for supplies of seed, yet in many instances the products of Sunnybrook are for stock seed purposes.

Dogs and Chick- ens Largely Bred

Walter Histand has charge of the Collie dogs, a great institution when one considers that they maintain from 30 to 40 breeders; more comfortable quarters could not well be arranged for any dogs. Everything is clean and sweet; whitewashing is done frequently, using a sprayer for the purpose, thus facilitating the work materially. So popular is the Burpee breed of collies that there are always more orders on hand than can be filled.

The poultry, another extensive side issue, are also under the care of Mr. Histand. They have yards running both north and south of the main laying and roosting pens; the latter in use for the chickens in Winter time and the former in Summer; a wise provision for the same, most assuredly.—From THE FLORISTS' EXCHANGE, New York, August 21, 1909.



THE EARLY TRIALS OF CABBAGES at Fordhook from photograph taken June 30, 1910.



THE LATE TRIALS OF CABBAGES (in a different field from the above) as they appeared at Fordhook, October 6, 1910.
 See remarks on Cabbage trials at top of page 36.



INSPECTING TRIALS OF GRASSES AND FORAGE PLANTS.—*From The Florists' Exchange, July 2, 1910.*

Fordhook,—“A Household Word Among Seed Buyers.”

The great development of the seed industry in America is nowhere better exemplified than on the large seed farm of W. Atlee Burpee & Co., at FORDHOOK,—located among the Bucks County hills in Pennsylvania,—a name now as familiar among seed growers and buyers as a household word. Too much credit cannot be given to Mr. W. ATLEE BURPEE, the head of the great Philadelphia firm, for the energy he has displayed and the capital he has expended in order to make the experiments carried on at this perfect model farm of the utmost value, not only to himself but to the whole nation.—*Extract from an illustrated article published more than FIFTEEN YEARS AGO in THE FLORISTS' EXCHANGE, New York, September 29, 1894.*



“THE COTTAGE” AT FORDHOOK FARMS,—*June 30, 1910.*



THE LOWER RANGE OF GREENHOUSES AT FORDHOOK,—May 12, 1911. Many trials of Peppers, Egg Plants, etc., have been "potted up" and will soon be ready for setting out.



ANOTHER VIEW OF THE LOWER RANGE OF GREENHOUSES AT FORDHOOK,—May 12, 1911. We annually grow thousands of Begonia, Coleus, Heliotrope, Petunia, and other tender annual plants inside for "setting out" in the frames and fields later on. We do not sell plants of any kind.



FRAMES NORTH OF THE GREENHOUSES. *From photograph taken May 12, 1911.*

From THE NORTHWESTERN AGRICULTURIST, Minneapolis, Minn., July 16, 1910.

Facing Eastward

By P. V. COLLINS

Editor The Northwestern Agriculturist

As a grand climax of the American Seed Trade Convention came an invitation from Mr. W. Atlee Burpee, the Philadelphia seedsman, to visit his seed farm, forty miles from Philadelphia. A special train, provided by the hospitable Mr. Burpee, bore some 250 guests from Philadelphia out to one of the most ideal farms I have ever seen.

The day was perfect and the place, Fordhook Farm (named from his forefathers' estate in old England), seemed made for such a day and such a happy company. "What is so rare as a day in June?"

The farmstead is a great rambling, roomy, old-fashioned, but luxurious house, finished outside in rough plaster, creamy white, and inside mostly in white enamel, with polished floors, spread with Oriental rugs. There is an air of unostentatious luxury and of refinement about it all that is most delightful, and into which our host and charming hostess fitted naturally.

About the lawn are forest trees, and from there, elevated as it is upon a gentle slope, the view extends for miles over a valley of mosaic in green fields and deeper toned forests. It is a view of rural beauty seldom equaled.

* * * * *

It was here, under the shade of these huge trees, that our host and hostess, Mr. and Mrs. Burpee, had set for our delight an Olympic feast.

After the lunch, some hours were spent in inspecting the two hundred acres of garden, for this is not a mere farm, it is an experiment station and plant-breeding establishment, such as cannot be found, in its perfection, anywhere else in America.

Science reigns; method is the key to the multitudinous testing and breeding. Glory of color ravishes the sight, as one sees the sweet peas and other seasonable blossoms in such abundance and perfection.

Labeled rows of cabbages and tomatoes and other homely vegetables were there. We love those vegetables, but oh, you sweet peas!

A novel feature of special interest to the practical seedsmen was the system of irrigation in use, known as the Skinner system.

The rows of test plots run at least a thousand feet, and at about forty foot distances apart are water pipes, parallel to each other, each running the full length of the plot system, —a thousand feet.

These horizontal pipes are supported, about ten feet above ground, upon the crotches or tops of notched posts. The pipes are about two and one-half inches in diameter at the end nearest the pumping station, but grade down to one inch at the extreme end or terminus. About every foot or so in the pipes is a small hole, say an eighth of an inch, out of which water under pressure can squirt. At the end nearest the pumping station, a three-foot lever arm is attached to this thousand-foot pipe, by which it can be twisted the full length so as to throw the tiny streams of water at any angle out from the pipe. When the water is turned on, under pressure of a gasoline pump, it throws a gentle rain over the thousand-foot garden, each sprinkler covering a band thirty feet wide and a thousand feet long.

The whole area of several acres can thus be rained upon with hardly any labor, and in Nature's own way of irrigation. As is usual with good inventions, it is all so simple that the wonder is that it was not thought of before.

* * * * *

This is only one of several seed farms owned and conducted by this enterprising seed firm of W. Atlee Burpee & Co., including a large one in California, and it is interesting to know that the seed business has so developed that it is not merely a selling enterprise but it is one involving scientific seed-breeding and testing.

No man in the world has done more, for example, in creating new and beautiful varieties of sweet peas than has W. Atlee Burpee, until now it is perfectly legitimate to say that, like Luther Burbank, who has bred the thorns off of the cactus and given us a new edible plant, so the owner of Fordhook Farm has bred all the "burr" out of his own name and is entitled to a new name, W. Atlee Sweet-pea. Write him a letter so addressed and see if it does not reach the right man promptly.

* * * * *

I tried to learn something of the secret of Mr. Burpee's successful career, and when I asked his sister, she grew enthusiastic as she told me how her father, a physician, had intended him for the medical profession, but the boy, before he was fifteen years of age, showed a passion for plant life and animal breeding. At that early age he wrote an article on poultry breeding for a farm paper, which was copied and discussed in several other papers, and, finally, a recognized authority made a trip to the Burpee home to argue out certain principles advanced by the writer, whom he supposed was a mature authority like himself. Yet the youthfulness of the boy did not deter the visitor from becoming intensely interested in the arguments with which he fortified his views.

Fordhook Farm today is a breeding place for fine poultry and full-blooded Collie dogs, as well as for seeds. The precocious scientific boy proves to be "father to the man," W. Atlee Burpee, and

"He's a jolly good fellow,
Which nobody can deny."

* * * * *

The guests were entertained in all sorts of ways, and those who did not prefer to walk about the farm were carried around in automobiles, carriages, busses and even in a hay wagon, bouncing upon the hay in good democratic jollity.

* * * * *

One thing most noteworthy in these gatherings of seedsmen is the frank and hearty good fellowship between the closest business rivals. Eager as each is to succeed in trade, they all appear the best of friends personally. For example, William Henry Maule and W. Atlee Burpee were former partners and are now competitors, yet it is their practice frequently to lunch together, and each attended the other's entertainment of visitors to their respective farms. There, too, were Mr. Buist, and Mr. Johnson and other Philadelphia seedsmen.

"Behold how good and how pleasant it is for brethren to dwell together in unity."

And so we feel amongst these seedsmen the spirit of unity and are in proper mood to enter the City of Brotherly Love, seated in the Burpee special train alongside of our fellow editor, the venerable Quaker, Wilmer Atkinson, of the Farm Journal, dean of the agricultural press, and the most peaceable fighting Quaker we have ever known.—From THE NORTH-WESTERN AGRICULTURIST, Minneapolis, Minn., July 16, 1910.

Burpee, Philadelphia,

is sufficient address for letters, telegrams or cablegrams to reach us safely. Please put your own address on every letter sent us. It is surprising how many orders are received each season that have to go on the "No Name File," to await a letter of complaint that gives the writer's name and address. Should you forget our full address and want to order at any time, remember it is sufficient to write on the envelope

Burpee, Philadelphia

Growing and Saving Tomato Seed at Fordhook.



A FIELD OF BURPEE'S "DWARF-GIANT" TOMATO,—at Fordhook, October, 1910. Men in the distance are picking the ripe fruit while the team is loading for "the washer."



THE "TOMATO WASHER" AT FORDHOOK, October, 1910. Note simplicity of building,—facilities are sufficient to take care of twelve hundred bushels daily. Here we save the seed only, the pulp being hauled on fields and used as manure.

Washing and Drying Tomato Seed at Fordhook.



REAR VIEW OF TOMATO WASHER, October, 1910. *The barrels contain the ground mass after pulp and skin have been removed in the separator; the large trough-like boxes are used in thoroughly washing the seed.*



THE TOMATO "DRYING RACKS" AND SEED HOUSE AT FORDHOOK, October, 1910. *All seed is dried naturally, and when removed from the "racks" is sacked and later put through the cleaning mill.*



BURPEE'S SUNNYBROOK FARM
in South Jersey is proving a most useful adjunct to FORDHOOK FARMS. Here are concentrated now most of our *Cucurbitaceæ* trials, while some of the more important crops are grown upon our own land.

The upper illustration shows boys picking a crop of the *Neapolitan Large-Early Pepper*. The small illustration to left shows the entrance to "SUNNYBROOK," while the larger photograph below shows the gathering of a crop of *Burpee's Extra Early White Spine Cucumber*.



The Up to Date at Sunnybrook.

Sunnybrook lies on the banks of the Delaware on the Jersey side 17 miles S. S. W. from Philadelphia. A trip by auto there and back is a pleasant day's outing allowing half the time for crop inspection. Mr. Burpee's New Jersey farm "Sunnybrook" is located a few miles from Swedesboro and your correspondent had the golden opportunity offered recently of being one of a party on the inspection trip, Mr. Burpee and another eminent seedsman,—Robert Buist,*—both having interests in the neighborhood, having combined forces on the Buist auto. The purpose of the trip was that of inspecting the experimental grounds and finding out by personal inspection how true everything was to type—not only the Burpee stocks but that of other prominent growers. You should have seen them cutting open the musk melons, two hundred different plots, and sampling and re-sampling each, and going back over them again and again. Is it true to shape? Is it the right color? Is it big enough? Is it early enough? Has it the flavor? Is it perfect in every way? These were the questions.

Sunnybrook is six miles or less from the Delaware River opposite Wilmington, Delaware, the greatest tomato, sweet potato, and melon stretch in this part of the world, both for trucking and seed farming. Thirty earloads of tomatoes is an ordinary shipment from Swedesboro in the season; and Pedricktown, a little nearer the river, ships probably as much or more daily by barge—besides sweets and all the other staples. A most inspiring, busy, halcyon scene indeed, to the onlooker.

When we got to Sunnybrook there was the finest kind of welcome from the resident manager, Mr. Frasier, and family. Everybody felt at home instantly, and went at the experimental grounds without delay. There were some five hundred plots of cantaloupes, water melons and squashes. Two hours or more under the tutelage of George W. Kerr were spent, sampling every one that was in season as to size, marking truth to type, and taking a little sliver out of each for flavor.

Some day we may tell you about the relative merits of Jenny Lind, Rocky Ford, Emerald Gem, and the rest. But for the present, all we want to impress on you is the extraordinary pains that Burpee is taking in keeping up these experimental grounds at great expense, for the sole purpose that the American people may have the very highest quality of everything next year and in the years to come. One thing is certain—the American people owe Burpee the greatest debt of gratitude for luscious melons. He introduced most of the good ones—the Netted Gem (or Rocky Ford, as it is now more commonly known); the Emerald Gem, the Kleckley Sweets and hosts of the other leaders all along the line.

The season has been a little too wet in Jersey for good seed setting in peppers and similar plants, but the crops of Black Beauty egg plant and other similar items excited the admiration of everybody. The Chinese Giant pepper occupied a large area and seemed to be doing well. This has now become a standard variety and is much esteemed. There is a good early one called the Neapolitan Early which originated among the Italian immigrants down around the Vineland settlements. The Ruby King looms up still as a prime favorite, of course, and there is a new one called Sweet Upright that Mr. Earl thinks the thickest walled of all and a winner. Make a note of Dwarf Giant tomato; this to all intents and purposes is a dwarf compact sport from the celebrated Ponderosa. Looks to be a valuable acquisition.

We examined two hundred and forty tests of water melons; two hundred of musk melons; one hundred and fifty of squashes and pumpkins. We came on a test of musk melon that when cut open did not show true to color. Talk about an explosion! More cutting open; then another patch examined and the first opinion discarded; then a heated discussion; then the whole thing left in abeyance for a week until developments develop. This does not look as if the great seedsmen of America were indifferent to the interests of our people and unconscionable robbers as some seem to think. To us it was an inspiring afternoon, and we girded up our loins and said they are benefactors, and pioneers, and teachers, and all 'round good fellows, full of enthusiasm and big-heartedness.

We were too early to test the water melons in this part of the country. The three great propositions from all accounts today seem to be Kleckley Sweets, Halbert Honey and Tom Watson. More anon on this subject. As for the musk melons, they were just about right. Our old friend Jenny Lind, heretofore unexcelled for flavor, loses on size and they don't want it. Burpee has one that he calls the New Spicy, which is twice the size of Jenny and equally as early, and even better in flavor, if that be possible.

While thus engaged, a Chicago seedsman drove up, adding one more to the group of experts. His principal point of attack was Osage Gem versus Burrell's Gem. The resultant discussion seemed to wind up in a compromise, which was, "both the same"; but "Burrell's" has the popular fancy—like Rocky Ford over its real name, Burpee Netted Gem.

We will tell you later about the Giant Limas, pods nearly a foot long; the Dwarf Prolific tomato, the Dwarf White Dolichos, and a whole lot of other things, including the way they bring poor land from nothing to fertility by cow pea-ing and soy-beaning and crimson-clovering.—G. C. WATSON, the Philadelphia Correspondent, in *HORTICULTURE*, Boston, Mass., October 8, 1910.

* Our dear old friend ROBERT BUIST is dead! A sturdy, vigorous Scotch-American, he was a brave man,—a loyal and true friend,—and those who knew him best mourn him most. He died at the age of 73, after a short illness, on December 13th, 1910. The interment was at Woodland Cemetery, on the banks of the Schuylkill,—where but twelve months before he had buried his only daughter,—alongside his wife and son. With his usual kindly thoughtfulness he provided,—on his death bed,—that the splendid business he had built up, could be continued by three of his faithful, trained employees.

The Burpee Ranch in California

Another Seed Farm for Burpee.

A brief telegram from California to Philadelphia last week disclosed two important items of news which are of general interest to the trade. The telegram was from H. M. Earl, manager for W. Atlee Burpee & Co., the Philadelphia seedsmen, and ran:

"Have purchased Lompoc ranch. Lonsdale delighted. Suggest calling it Floradale."

There have been rumors of a new move of some kind in the atmosphere of the seed trade all summer, but there need no longer be any guessing about the matter, as this telegram announces an accomplished fact.

It also discloses the second interesting item of news, namely, the selection of Edwin Lonsdale to superintend the new venture. As everybody knows Mr. Lonsdale, it is almost superfluous to mention that he is a horticulturist of long experience and distinction. He was a graduate of the best kind of a gardening school—the big private estates of the English nobility in his boyhood, and as a young man practiced his profession in the eastern states and in California, before finally going into commercial rose growing and other specialties of the trade at Philadelphia. He retired from this some five years ago to take charge of the gardens, grounds, and conservatories at Girard College. Messrs. Burpee are to be congratulated in being able to induce Mr. Lonsdale to again enter the field of strenuous business life. He is just the man for a seed farm where selection and improvement of seed stocks are to be a main object. His mind has always had the scientific and investigating bent, and this, with long training and experience, a keen eye, and a tremendous memory, makes him the ideal for the new proposition.

While sweet peas will be a leading feature, all flowers and vegetables that reach their greatest perfection in California will be handled. To put it briefly, the policy will be, with some exceptions, the production of the enormously expensive "stock seeds" which have to be contracted out to other seed farmers in different parts of California. These "seed stocks" have to be kept up to the utmost purity of type by extraordinary vigilance—so much so as to put them quite out of the question when compared with ordinary commercial prices which the farmer or gardener can afford to pay, but which are absolutely necessary as the antecedent of the reliable seeds a first-class house sends out.—*From HORTICULTURE, Boston, Mass., October 2, 1909.*

Burpee's California Plans.

When the seed trade heard last June that W. Atlee Burpee, David Burpee, his son, and Howard M. Earl, his business manager, all were in California at the same time, just on the eve of the departure of the two former for Europe, there was some speculation as to what unusual circumstances necessitated the presence of so many representatives of the firm so far from home at that time. The fact was, they were looking over sites for the proposed experimental farm and seed ranch, although the purchase was not consummated until last week. . . . It is no new idea on the part of Burpee & Co. to think of establishing a seed ranch and experimental grounds in some fertile part of California. While their contract crops in California have been subjected to personal inspection each year in early summer and fall, yet they have realized that to more fully attain their standard of quality in seeds it would be advantageous to have constantly a man on the ground. . . . Mr. Lonsdale was president of the S. A. F. in 1895, and has for years been connected with the farmers' institute, the traveling lecture work by which the State Agricultural College seeks to teach modern methods to the farmers of Pennsylvania. . . . —*Extract from editorial article in THE WEEKLY FLORISTS' REVIEW, Chicago, Ill., September 30, 1909.*

From the Atlantic to the Pacific.

Through this purchase the Burpee firm will have its own stock seed farm in California and a thoroughly qualified and responsible grower as their own resident agent there, who can superintend the experimental work which it is proposed to undertake, the growing of special seed crops, as well as overseeing the firm's contract-growing crops. While these crops have been subjected to inspection each year in early Summer and Fall by Mr. Burpee and Mr. Earl, the appointment of Mr. Lonsdale, who is familiar with California and its climate, having previously been resident in that State, will go far toward more fully attaining their standard of quality in seeds.

With a man of the character and ability of Mr. Lonsdale right on the ground to oversee the crops at all times, the firm can be assured of obtaining a thorough systematic roguing and selection. . . . The trade can reasonably expect eventually to hear of novelties and improved selections emanating from the fertile Lompoc Valley.

As we understand it, this is the first seed farm in California to be established by an Eastern seed house. With the energy and forces behind it, it will undoubtedly be a success. . . . Of historical interest is the fact that the first Sweet Peas ever raised in California for seed were grown under contract for Burpees from seed supplied by them.—*Extract from editorial article in THE FLORISTS' EXCHANGE, New York, October 2, 1909.*

For opinion of the only other American Trade Paper,—see page 51.

The illustration herewith (taken June 10, 1910) shows a bed of *Dimorphotheca Aurantiaca*, the New Golden African Daisy, growing by the entrance to

Floradale,

Our Seed Farm in the cool fertile
Lompoc Valley, California.

"The Lompoc Valley is a diminutive piece of country, nine miles long by five miles wide, located on the coast 172 miles north of Los Angeles. The hills surrounding it are two hundred, and some of them perhaps three hundred, feet high. The elevation at the coast is 45 feet. Lompoc is 48 feet higher, and at this particular place on the coast the ocean breezes, which are always strong, flow up that valley and keep the summer temperature so low that Lima Beans will not mature their seed. This may seem incredible, but true nevertheless. Yet Ventura, 96 miles to the southeast, at the same elevation, is the great Lima bean section of the State. . .

"A year ago Burpee, of Philadelphia, decided that the location was ideal for growing Sweet Peas. He bought ground and began operations in December. Edwin Lonsdale was put in charge of the work. He is a veteran in the art of gardening, with the enthusiasm of youth and the experience of a half century as his assets. And the results. They are marvelous. The selection of the locality, and the man, by the management of the largest mail-order seed house in the world seems to be one of those fortuitous circumstances which happen to individuals and to corporations, that lead to fortune and to fame.

"We have been looking on Sweet Peas grown in gardens containing a few plants, and on fields containing hundreds of acres for more than twoscore years, but never before during all these years have we seen flowers so large in size, and so much substance as these grown in that valley. A dozen varieties exhibited at the meeting of the Pasadena Gardeners' Association, June 17th, were the wonder and admiration of every member present."—*Editorial from THE PACIFIC GARDEN, Pasadena, California, July, 1910.*

Our friend, Luther Burbank, spent several days with us last June, and spoke so enthusiastically to newspaper reporters of the Valley (which he regretted he had not "discovered" years ago),—that upon our second trip, in August, when trying to buy a fine field, just opposite Floradale, we found the price had advanced \$50.00 an acre. However, we effected a compromise, maintaining that we ought not to pay the full advance resulting from "the advertising" that came from our bringing Burbank there!

Mr. Burbank said that if he were twenty years younger he would want to move himself to the beautiful Lompoc ("Little Hills") Valley.





PLOWING AT FLORADALE IN OCTOBER, 1910. Note the lumpiness of soil,—as a result of dry plowing. These lumps "melt up" readily when the early winter rains come.

Burpee's California Seed Farm.

In order that our readers might be kept informed of the work going on and progress made on one of the latest established seed farms in California by an Eastern house, and, too, that the many friends of Edwin Lonsdale might be given an idea as to how he was succeeding in his new surroundings, we recently had our Los Angeles representative, P. D. Barnhart, editor of the *Pacific Garden*, visit Floradale, and the result of his investigation follows:

This recent acquisition of W. Atlee Burpee & Co. of Philadelphia is located in the Lompoc Valley three miles west of Lompoc. To any one not familiar with this State and its peculiar climates—I use the plural of the word for the sake of accuracy—the mere statement of fact regarding the location would not be of much importance, therefore I shall be specific as to the locality and some of its peculiar climatic conditions. David Starr Jordan, president of our university, is reported to have said that in forty miles of territory of California as many varieties of climate could be found. Approximately, the statement is true.

The Lompoc Valley is ten miles long and about half as wide. It is located on the Coast, 172 miles north of Los Angeles, 303 miles south of San Francisco. At that particular point on this coast the word Pacific is a misnomer. The contour of the land is such that the wind is more incessant and more violent than at any other place between the two cities named of which I have any knowledge. As an evidence of the correctness of that statement, the beach at the entrance of the valley is piled high with driftwood; Lompoc is 93 ft. above sea level. The valley is enclosed by hills which are probably 200 ft. high and these are the sides of the channel through which the sea breezes flow in volume, and with a velocity not met with elsewhere in southern California. Consequently, the atmosphere is more humid and the average annual temperature lower than elsewhere south of San Francisco, and because of these favorable climatic conditions Sweet Peas grow here to perfection.

Floradale is not large as compared with other seed growing establishments on this coast, but kept in such perfect order that the managers of some others we know of could pattern after it greatly to the improvement of their places. Twenty-five acres are in Sweet Peas, which are in beds 900 ft. long and 6 to 12 ft. wide. They are separated from each other by beds of Onions, Beans, *Centaurea moschata*, crimson-flowering California Poppies and a strain of Shirleys, reference to which will be made later on.

He who looks upon that field covered as it is with ribbons of red, crimson, scarlet, pink, white, primrose, mauve and maroon, without a spot upon them to mar their beauty, must be a dullard indeed if his heart is not enraptured with the scene and the word "beautiful" does not escape his lips. The seed sown seems to have been so pure and the types so fixed and reversioners are so few that the work of "roguing" was a very small part of the bill of expense in connection with growing the crop to the present time.

A strange reversion occurred in the George Herbert lot of seed, a beautiful brilliant carmine pink flowering variety. From some unaccountable cause, it had a few pure white flowering plants among them. The seeds of a few of these are to be saved for future experiments.

The majority of the varieties grown are of the Spencer type, and Countess Spencer, the original, is there in quantity in all its glory and is hard to beat.



ROWS OF NEW SWEET PEAS separated by rows of *Fireflame Eschscholtzia*, *Centaurea Imperialis* and the New Burbank's Poppies,—from a photograph taken at Floradale, June, 1910.

To describe the different shades of different colors which distinguish the different varieties one from the other is a difficult thing to do. I shall leave that part of the work which has been assigned me by the editor of *The Florists' Exchange*, to the man or woman who shall make up Burpee's catalog for 1911. I shall only give the predominating color of the twenty varieties of which I made note; and what more could be desired by the most fastidious florist who grows Sweet Peas? No pen is capable of conveying to the mind of any reader an intelligent idea of the exquisite shadings of the flowers of the Sweet Pea; they must be seen to be appreciated, and understood.

COUNTESS SPENCER. A soft rose-pink.

AURORA SPENCER. Variegated white and orange-pink.

APPLE BLOSSOM SPENCER. Deep pink and soft rose on silvery white.

ASTA OHN. Soft lavender; this is a wonderfully beautiful colored variety.

TENNANT SPENCER. Light purple of peculiar shade.

FLORENCE MORSE SPENCER. A light pink-edged Countess Spencer.

PRIMROSE SPENCER. A pronounced primrose or creamy-yellow throughout, both standard and wings.

MRS. RUTZAHN. Apricot, suffused with delicate pink.

ELSIE HERBERT. White ground, picotee edging.

OTHELLO SPENCER. Rich deep maroon.

WHITE SPENCER.

GEORGE HERBERT. Bright rosy carmine.

KING EDWARD SPENCER. Deep carmine scarlet.

ROSE DU BARRI. Red.

ST. GEORGE. Standard pure orange; wings orange carmine.

BEATRICE SPENCER. White ground tinted with pink and buff.

HELEN LEWIS. Rosy pink.

MRS. A. IRELAND. Standard rosy pink; wings of a lighter shade. For a soft colored Sweet Pea, this is a beauty.

EVELYN HEMUS. Which is probably even superior to Mrs. Ireland.

JAMES GRIEVE. White shaded cream color.

The crimson-flowering California Poppy occupies two beds, 6 ft. wide by 900 ft. long, and is very true to the type. To be sure, there are varying shades in so many plants, yet not a reversion to the original type is seen. As a novelty this is promising and desirable. Personally, the only shade in our *Eschscholtzia* which appeals to me is the dark orange color which makes our landscape, when they are in bloom on sunny days, appear as though it were covered with fire without smoke.

A native *Phacelia* with indigo colored limb and white throat, the flowers twice the size of *P. Whitlavia*, is being grown and will be heard from in the future. Here, for the first time, have I seen *Physalis Peruviana* grown for sale. It is of more than ordinary merit as an



SWEET PEAS AT FLORADALE READY TO THRESH,—from Photograph, August, 1910.

economic plant where the temperature does not go below 28° nor the humidity above 50 per cent. when the temperature is low. It is one of the few plants which blooms and bears fruit continuously—and the fruit is delicious. It is a perennial and drought resistant to a remarkable degree. If Mr. Burpee shall succeed in inducing horticulturists who live in countries having climatic conditions such as I have described to plant this fruit he will be a public benefactor.

Work was not begun on this farm until late in last December (1909) and, considering the short space of time, the achievements are marvelous, and I venture to say that within five years the acreage will be quadrupled, and the production of high-grade seeds in great variety will be the result, for it is a well established fact that nowhere else in the world can certain lines of seeds be produced with as high germinating power as are grown in the matchless soil and climate of California.

This thought of germinating power had a singular illustration of the vicissitudes of plant growing on this place this season in the case of the crimson California Poppies. Three rows were sown on the same day, from the same seed, one hundred feet away from the two beds previously referred to and here illustrated, and not over ten per cent. of it grew. The cause of the failure is what the superintendent is trying to figure out. So also with a number of Sweet Pea trials, seeds of which were sent here for testing.

Three thousand acres of Kentucky Wonder Beans are growing in this valley this season, and probably as much mustard. The height of this crop is about six feet and the tops are so dense that it would be difficult for a bird to penetrate them; it will soon be ready to harvest.

Cherries grow here to perfection. Whether Currants and Gooseberries, for which we pay fabulous prices in Los Angeles, would do well I have not learned; I have reason to believe that they would.

Begonias, Bougainvilleas and Fuchsias are not seen about the town, and I was reliably informed that Lima Beans will not ripen seed in this valley, yet 96 miles farther south is located the great Lima Bean section of the State—Ventura and the country surrounding—another instance which may be cited as illuminating this thought of the varied climate of the State.

Clematis Jackmanni does better at Lompoc than in any other section in which I have seen it tried. The temperature at 7 a.m. has not been above 51° to the present time this season, and at noon June 13 it was but ten degrees higher.

And now about the superintendent, Edwin Lonsdale. Some men never grow old and he is one of the number. The right man in the right place, with the enthusiasm of youth, the wisdom of manhood, and endowed with the ability to carry out to perfection large plans with all the details essential to the production of good seed, true to name. Handicapped by a late beginning, a new and strange climate which had to be studied, he showed his ability to overcome difficulties. If his life is prolonged and his health remains good, here is a combination: Lonsdale, California soil and climate of superior excellence for producing seeds of the hardy and half-hardy class of plants, which will furnish the seed trade of the United States with certain kinds of stock of the greatest excellence.



THRESHING SMALL LOTS OF SWEET PEAS AT FLORADALE,—from Photograph taken August, 1910.

Two native plants of more than ordinary merit,—the one a member of the family Papaveraceæ, an annual, seeds of which I shall furnish; the other, one of the Caryophyllaceæ, a perennial, of wonderful beauty, seeds of which Mr. Lonsdale will collect from the plants growing in the hills near by,—will be grown the coming season, and if Burpee's catalog for 1912 contains two novelties, natives of California, don't be surprised.

The photo showing a bed of *Dimorphothea aurantiaca* was taken for the express purpose of illustrating a feature of plant growing in this State. This subject, like *Calendula*, is of no good in the southern part of this State if the seeds are sown after December, but when planted in September, both are gorgeous during our winter months. At Lompoc, with its lower temperature and no hot winds to interfere with its development, the plant is all that could be desired, in a yellow flower, at this season of the year. It, like our *Eschscholtzia*, does not open during dark cloudy days.—P. D. BARNHART in THE FLORISTS' EXCHANGE, New York, June 25, 1910.

Burpee's California Seed Farm.

W. Atlee Burpee & Co. have acquired a farm in Santa Barbara County, California, three miles from Lompoc, which will be used for experiment work and the growing of special seed crops. W. Atlee Burpee and Howard M. Earl of this firm made the selection of the farm last June, and the latter, who left Philadelphia September 15, accompanied by Edwin Lonsdale, has just completed the purchase. Mr. Lonsdale, who is well known to the trade as a horticulturist of the first rank, will have the management of the farm. The firm is to be heartily congratulated on securing the services of a man with such knowledge and experience. The establishment of an institution of this character on the Pacific coast by one of the leading eastern houses is a departure of the seed trade which speaks well for its future.—*This notice together with the portrait of Mr. Lonsdale appeared in department of "The Seed Trade" in THE AMERICAN FLORIST, Chicago, October 2, 1909.*



EDWIN LONSDALE,
Manager of the New Seed Farm of W. Atlee
Burpee & Co., at Lompoc, California.



THE POTTING SHED AT FORDHOOK,—May 12, 1911. The men are potting pepper and other vegetable plants for "setting out" in the fields to produce seed.



PARTIAL VIEW OF POULTRY YARDS AT FORDHOOK,—May 12, 1911. Barred Plymouth Rocks, Brown Leghorns, White Leghorns, and Light Brahmas are the only four breeds now carried.



Harrowing field in which to "set out" Tomatoes at FORDHOOK,—May 12, 1911.



A Portion of THE TRIAL GROUNDS AT FORDHOOK,—May 12, 1911. The different seed samples have been sown, and many plants are showing above the soil.



Harvesting a field of wheat at Fordhook, July, 1911.



BOYS PICKING SEED OF SALVIA SPLENDENS in one of the fields at Fordhook on September 16, 1911. ➞ See similar picture taken in 1910, on page 36.



Burpee's Annual for 1912.

Burpee's Annual for 1912 has been received. This "Silent Salesman" that tells "the plain truth about the best seeds that can be grown" is, as usual, a most attractive book of some 180 pages, copiously illustrated and replete with all the newest varieties of both flower and vegetable seeds as well as the recognized standard sorts. This annual seed book from the House of Burpee has so long been one of the recognized features, so to speak, of Spring seed selling that a lengthy description is unnecessary. Sufficient be it to say that this comprehensive catalog is fully as valuable as in any previous year to all planters of seeds, whether they be amateurs, florists or market gardeners.

The extreme shortages of so many varieties of seeds this season vitally emphasizes, more than ever before, the advantage of obtaining garden supplies from a known reliable source. The coming Spring will be a time when the seed purchaser should give closer attention to the quality of the seeds he obtains than ever before, and for this reason: the extreme scarcity will cause much that is unreliable to be placed upon the market. Nineteen hundred and twelve will be a year when the reliability of the House of Burpee can be depended upon and not found wanting. It should be a year when its motto, "Burpee's seeds grow and are 'proved by test' to be the best seeds that can be grown" will be once again exemplified as a fact. To protect regular customers will, during the seed selling seasons of 1912, give the reliable seedsman more concern than any other matter pertaining to his business, and the House of Burpee has this principle so firmly fixed as one of the fundamental stones of its success in seed selling that the reliability of the seeds Burpee sends out may be depended upon absolutely. *From THE FLORISTS' EXCHANGE, January 6, 1912.*



Burpee's Annual for 1912

Is mailed free to any address upon application. It is sent *unsolicited* only to Customers of Record. If you want a copy for yourself or friend, kindly send your address,—a postal card will do.

A Cordial Invitation.

Planters who may visit Philadelphia are invited to inspect the BURPEE BUILDINGS, where we shall be pleased to explain the workings of the various departments. We are glad, also, during spring, summer, and autumn, to have our customers examine the crops and trials at FORDHOOK FARMS. Wednesday is "Visitors' Day," but customers from a distance can obtain permits at our Philadelphia office for any other weekday. There is no other place in America where such a complete assortment of all varieties—both known and unknown—can be seen growing each season. *At top of page are shown two of the six entrances to FORDHOOK FARMS.*





York Avenue Frontage of the Five-story Building, as occupied by us in 1896 (from 1882) and which was replaced in 1898 by the present Seven-story First BURPEE BUILDING. This illustration and the article are reprinted from BURPEE'S FARM ANNUAL for 1897,—see foot-note on next page.

How I Made Advertising Pay.

“BURPEE’S SEEDS GROW.”

A Business Autobiography.

BY W. ATLEE BURPEE.

You ask “How I made advertising pay” in the seed business, just as you ask the same question of men successful in other lines. Your question being so personal, I have concluded that my answer should be in the nature of a business autobiography.

Our business was established in 1876, but for some years previously the writer had been interested in the breeding and sale of Thoroughbred Stock and Seed Corn. Although not unknown to the farming public, as I had been a regular correspondent of several papers, it may be interesting to note that the first year’s business showed a net loss of \$3500,—without allowance either for interest or personal salary; the second year’s business barely paid expenses, while the third year showed a profit of \$2700. Since then, with the exception of several years of great agricultural depression, our trade has increased steadily, until now it is the largest of its kind in the world.

Confidence is of slow growth, but the confidence of planters is essential in selling seeds. Of other merchandise the purchaser can judge somewhat by the sample, but no one can see

any difference in the seed, for instance, of Cauliflower worth \$25 per pound, of Cabbage worth \$2.50, or of Turnip, worth 25 cents.

The vitality can be easily tested, but the planter cannot know until the crop is grown whether the seeds are true to name and of first-class strain. That BURPEE’S SEEDS might become widely known we originated the plan, which has been copied so largely, of advertising ten packets of choice vegetables or flowers for the nominal sum of 25 cents. We sold thousands of these collections, and many of the purchasers were thus induced to order other seeds at regular prices the following year.

In 1881 we introduced the CUBAN QUEEN, —a Watermelon superior to others then in cultivation. We advertised this quite largely, and the second year (1882) included a packet in our cheap collection of seeds for trial, of which we sold more than sixty thousand. This novelty, with BURPEE’S SUREHEAD CABBAGE and the BAY VIEW MUSK MELON, both introduced in 1877, made a trio of vegetables that were unequaled and which helped greatly the growth of our business.

By traveling each summer among seed growers in America or Europe, we learned to know the best sources of supply and also new varieties as they were developed. We have been careful to introduce only such novelties as show some real improvement over standard varieties. Our field trials (exclusive of vitality tests) at FORDHOOK FARM have numbered more than six thousand samples in a season.

Other seedsmen have criticised us for the expense of making such thorough comparative trials each year. We admit that all profit from seed crops grown on the farm is more than consumed in conducting the trial grounds.

FORDHOOK pays, however, in the knowledge it gives us of all seeds, and indirectly also in the advertising we receive as owners of the "Model Seed Farm of America."

Editors of agricultural papers, as well as directors of State Experiment Stations, write frequently for information, and in this way we get considerable free advertising. We are thus enabled also to state that we warrant our seeds to be *first-class and true to name*,—"because other seeds just like them have been grown at FORDHOOK."

In 1890 we secured advertising of unusual value by the introduction of BURPEE'S BUSH LIMA,—the only bush form of the true large Lima Bean. This we sold at a price unheard of before,—75 cents for a packet of four beans. Even at this price, which was meant to be largely prohibitive, we received many orders, and doubtless the public thought that we had made a large amount of money.

The expenses of introduction, however, absorbed all profit until the variety had become generally known. Meanwhile other growers had obtained the seed, but the fact that this variety is offered prominently in every seed catalogue as BURPEE'S BUSH LIMA, gives us advertising that is worth more than large direct profits.

It is a remarkable coincidence that now, in 1896, we should introduce also the first DWARF SWEET PEA,—CUPID, which grows only five inches high. Last summer we exhibited pot plants before the Royal Horticultural Society of London and the *Société Nationale d'Horticulture* of Paris, where we received the highest awards of merit. Now, in the first year of its introduction, CUPID is catalogued by nearly all seedsmen in America, Europe, Australia, and even in India and Africa.

The sales of CUPID have been enormous and show a considerable profit this year. Such a result, however, is possible only because during the past twenty years we have gained the confidence not only of American planters, but also of seedsmen throughout the world.

While we continue our original plan of selling an "introduction" collection of seeds at a nominal price, yet much of our advertising now is of THE FARM ANNUAL.

Advertising is as necessary an annual expenditure as the payment of taxes or rent. Some small seedsmen argue that, because they conduct their business in the country and advertise but little, they can sell good seeds for less money. Such a claim is as senseless as it would be for a small shopkeeper, with little capital, to say that because he does not have the expense of a great store he can sell goods cheaper.

Now that some papers and magazines decline to insert advertisements of a fraudulent or grossly exaggerated character, the confidence of readers in such mediums is increasing. Intelligent buyers realize that a good thing is worth advertising, and thus, making more sales, instead of increasing advertising actually *reduces the cost of the goods*. It is appropriate to quote the well-considered advice of that shrewd Philadelphian, Ben Franklin,—“My son, deal with men who advertise.”

We dislike sensational advertising, but appreciate an expressive headline. Our motto is **“BURPEE'S SEEDS GROW and Are the BEST that Grow.”** This is free from the vulgarity of such a claim as “—’s Seeds are the Best,”—stating simply that our seeds are *the best that it is possible to produce*.

It is some years since we first wrote, **“It is an admitted fact that we supply seeds direct to many more planters than do any other seedsmen,”** and yet recently several houses have made similar claims, without foundation in fact. However, we seldom notice any statements made by competitors which may be false, whether intentionally or not.

No one house should attempt to cater to all classes of trade. There are, of course, ignorant buyers who want either “something for nothing,” or who are so gullible as to be misled by extravagant descriptions and preposterous claims. Again, it would seem as if there were some people who, as Barnum said, “love to be humbugged.”

After having written the above I find that the central thought is expressed admirably by the FARM NEWS:—“It costs an immense amount of money to advertise extensively; no business concern could or would long keep it up unless it pays, and no advertisement can pay the advertiser unless it also pays the reader. Value for value is the rule that must finally obtain in all transactions; you may fool the people now and then, but it is the man who gives full value for what he receives who wins permanent prosperity.”

21 YEARS IN BUSINESS. As explained in this article, our present business was established in 1876. A young man becomes “of age” at twenty-one, and it is but proper that we should take some notice of **our twenty-one years in the seed business.** It so happens that Mr. Nathaniel C. Fowler, Jr., the well-known advertising expert, of New York, has just published a large book entitled “**FOWLER'S PUBLICITY**,” of which an important feature is the department entitled “**GREAT ADVERTISERS**,” “written by men of success,” and giving “original and specially prepared articles on ‘How I Made Advertising Pay’ by the leading business men,—representing every department of successful business.” Our house was selected as representative of the seed business, and the article (condensed) is reprinted from this great book (price \$15.00). It may be of interest to those who plant **BURPEE'S SEEDS.**

35 IN 1911. Now that we are thirty-five years old,—(or thirty-five years *young!*)—it seems appropriate to repeat what was written when we were “twenty-one years of age.” The above with foot-note is reprinted verbatim from BURPEE'S FARM ANNUAL for 1897. Mr. Fowler has just asked us for another article for a new book on “**Successful Salesmanship**” which he will publish in 1911.

Practical Salesmanship

The Voice of Selling Experience

Appended are personally written articles from twenty-nine representative business men of recognized success, and of large and varied experience in salesmanship.

Every one of the writers has been, or is, a salesman of marked achievement; and all of them are either directly selling goods, or are sales-managers, or are in charge of business outputs.

None of them are theorists. Every one of them has earned his position in the selling world by coming in direct, active, and working contact with buyers of his class.

Each one tells his story from his individual standpoint, and, collectively, the articles present a composite picture of selling success.

The articles are printed as written, having been subjected only to proof-reader's corrections.—From N. C. FOWLER'S *Introduction to the twenty-nine articles contributed by representative business men.* The article from a *Seedsman* is reproduced below:

W. ATLEE BURPEE

Head of the Firm of W. Atlee Burpee & Company, Growers of Seeds, Philadelphia, Pa.

One basic requirement for a successful salesman, to-day, is absolute integrity and honesty. He must neither lie nor misrepresent in any way, and naturally he cannot afford to be connected with a house that would permit misrepresentation, either as to quality or value of goods. This may not have been true a generation ago, but the standard of business ethics has advanced so steadily that now no house (and no salesman) can be permanently successful unless they gain (and deserve) a reputation for plain truth-telling and square-dealing.

Salesmanship to-day, being upon a higher plane, is more attractive and offers better inducements to young men than ever before. The salesman must, of course, understand thoroughly the character of the goods he is offering, and their value. He must be imbued with a spirit of loyalty, and really believe that "our house can do no wrong," at least intentionally. He must feel himself, —and thus impart to his customers,—the confidence, that were he the *buyer* instead of *seller*, he would *buy* from the house for which he is selling.

The methods of successful business, to-day, are not based upon the ancient idea of "trying to get the better of the other fellow." In a broad sense, the interests of buyer and seller, instead of being antagonistical, are really mutual. It is only by "repeat orders" from satisfied customers (whether at whole-sale or retail) that it is possible to maintain a prosperous business.


Rather than dwell upon other important requisites of good salesmanship, perhaps it would be more suggestive to the readers to state "one reason why" a dozen years ago we ceased to be represented "on the road,"

and became at wholesale, as we had always been at retail, "exclusively a mail-order house."

A traveler would send in orders for peas, beans, and other seeds at "cut" prices, and when we protested, would offer the excuse that so-and-so were quoting those prices. My instructions would be, that while you must never run down a competitor, yet you should maintain the position that *you* were not selling Smith's or Brown's, but Burpee's seeds, and you knew that Burpee's seeds were *worth* the prices asked; they would bring more at retail and make satisfied customers. In other words, in such a business as garden seeds, it would pay to handle only the best grades possible to produce, and these could not be sold at the prices of "cheap seeds" to "quality-buyers." I found it almost impossible, then, to train a salesman to be willing to lose an order rather than attempt to meet competition merely in price. This may have been as much my fault as that of our salesmen. To-day, it would be easier for both of us.

However, for the past decade, we have reiterated in millions of catalogues (*our* "Silent Salesmen") the fact that:

We travel many thousands of miles each season to inspect growing crops, which are produced for us under special contracts throughout America and Europe, but never travel a single mile to solicit an order. And yet we want your trade, if you can appreciate the value of quality in seeds.

 For Article on ADVERTISING written in 1896 for FOWLER'S PUBLICITY,—See two preceding pages.

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Award of Prizes in "The Reasons Why" Contest

- 114 First prize, \$250.00—E. C. CHAPMAN, 217 Telegraph Ave., Oakland, Cal.
- 175 Second prize, \$100.00—BERTRAND LYON, Kettle Falls, Wash.
- 179 Third prize, \$50.00—MARIE H. MELANCON, Edgewood Lane, Palisade, N. J.
- 117 Fourth prize, \$50.00—L. R. W. ALLISON, 1353 W. 30th St., Los Angeles, Cal.
- 76 Fifth prize, \$50.00—ELEANOR KELSO, Cor. Pleasant St., Uphams Corner, Mass.

Ten Sixth Prizes of \$25.00 each to:

- 190 ERNEST RUSSELL, Holden, Mass.
- 25 MILTON W. DEPUY, Deming, New Mexico.
- 60 W. S. BOSWELL, Brevard, N. C.
- 39 H. A. JONES, 545 Lyman Ave., Oak Park, Ill.
- 19 EDWARD CRUSSELLE, 811 Grant Bldg., Atlanta, Ga.
- 46 CHAS. STUART MOODY, M.D., Sandpoint, Idaho.
- 138 EDWIN CHARLES, Middleburg, Pa.
- 15 T. Y. COOPER, R. D. 1, Hanover, Pa.
- 133 MISS PAULINE BURDORFF, 1329 Marquette St., Davenport, Iowa.
- 100 C. N. VREEKEN, Zwijndrecht, Holland.

Ten Seventh Prizes of \$10.00 each to:

- 132 GEORGE L. BRUFFEY, University of Virginia, Va.
- 174 DR. O. B. KNEISLY, 1107 Conover Bldg., Dayton, Ohio.
- 70 PROF. ARTHUR W. GILBERT, College of Agriculture, Cornell University, Ithaca, N. Y.
- 210 CLARA MARIS WELLS, North Loup, Neb.
- 125 F. A. BOGGESE, Boulder, Colo.
- 43 GEO. G. MCLEAN, Carpinteria, California.
- 139 H. P. CHILDERS, 1238 Irving St. N. E., Washington, D. C.
- 65 C. S. DAY, Atco, N. J.
- 156 MRS. FRANK A. GALLUP, Cassville, N. Y.
- 143 MRS. MARY E. COWLEY, Box 1027, Cowgill, Mo.

Thirty Prizes of \$5.00 each to:

- 6 J. M. BROWN, Box 85, Muskogee, Okla.
- 42 MISS C. L. MCLEAN, Charlotte, N. C.
- 55 ISAAC F. TILLINGHAST, Factoryville, Pa.
- 122 MARY HOWLAND BECKWITH, 17 Townsend St., Walton, N. Y.
- 158 MRS. JOHN C. HAMMER, 839 Belmont Ave., Lynchburg, Va.
- 50 MISS ETHEL HALLETT PORTER, Hotel Cumberland, Broadway & 54th St., New York, N. Y.
- 108 G. E. K. ELLIS, 1012 E. Sandusky Ave., Bellefontaine, Ohio.
- 94 WM. D. SMITH, 233 Perry St., Trenton, N. J.
- 119 MALCOLM P. BARNES, 75 Williston Ave., Easthampton, Mass.
- 157 M. GRAEBNER, 1018 E. 7th Ave., Winfield, Kansas.
- 142 A. CORNELL, R. D. 1, Caldwell, Idaho.
- 88 W. Q. PHILLIPS, 175 Christina St., South, Sarnia, Ont., Canada.
- 73 C. L. HILL, Albert Lea, Minn.
- 53 E. K. STOUGH, Verona, Pa.
- 127 A. B. BORST, Cobleskill, N. Y.
- 58 C. A. BIEGLER, 10746 Western Ave., Chicago, Ill.
- 27 CLAUDE E. ELDRIDGE, Care of Colorado Sanitarium, Boulder, Colo.
- 52 CARRIE C. SCHANTZ, Wayland, Iowa.
- 61 WILLIAM E. BRAISTED, Barre, Vt.
- 113 MRS. CARRIE A. MERRICK, R. D. 1, Box 15, Trappe, Md.
- 182 REV. G. H. A. MURRAY, St. Augustine's Rectory, Danville, Que., Canada.
- 208 C. M. VALENTINE, 1601 North 52nd St., Philadelphia, Pa.
- 33 H. W. GIBBS, 707 Belmont Ave., Grand Forks, N. D.
- 29 CHAS. E. ENNES, 4524 N. Francisco Ave., Chicago, Ill.
- 128 WILLIAM J. S. BRADWAY, Hancock Bridge, N. J.
- 105 R. O. BELT, Springfield, Md.
- 3 S. C. BABBLE, New Cumberland, Pa.
- 146 ALSON M. DOAK, Wellsburg, W. Va.
- 126 T. D. BOONE, Pitcairn, Pa.
- 45 HENRY B. MITCHELL, R. D. 5, Athens, Ga.

The Prize-Winning Letters, as numbered above, are printed upon the pages following, but necessarily in small type. Some "telling extracts" from these are printed prominently upon page 26 of BURPEE'S ANNUAL FOR 1912.

The "Reasons Why" Prize Letters

114. The First Prize (\$250.00)

Why Burpee leads the world.

The unparalleled success achieved by the distinguished seedsmen, W. Atlee Burpee and Company, is not without a reason.

Embossed over the portals and engraven upon every foundation stone of this mammoth institution we read the words Integrity, Quality, Courtesy, Order and Dispatch. In these brief but comprehensive terms we find the sequel to their remarkable success and the reason why Burpee leads the world.

Thirty-five years of square dealing as purveyors of the best seed that grow have won for Burpee a world-wide and invincible reputation. Confidence thus established spells Success.

Gathering from the four corners of the earth the beautiful and desirable, Burpee classifies, develops, and improves these products and passes on to others the gifts of heaven, thus pursuing a worthy calling which merits Success.

Burpee's Silent Salesman, the practical and persuasive Annual, leads the procession, sets the pace, and makes the name of Burpee a household term all round the world.

Alive, Active and Always Alert, Burpee located near the world's great center of trade and population, where by push, pluck, and prudent planning W. Atlee Burpee and Company quickly found room at the top, where, like their good seed, they are destined to live and grow.—E. C. CHAPMAN, 217 Telegraph Ave., Oakland, Cal.

175. The Second Prize (\$100.00)

There are always many excellent reasons for the steady growth of any business; but when any firm forges to the front so rapidly, and so surely becomes a "Top Nother," as has W. Atlee Burpee & Co., there must be some reason out of the ordinary for their extraordinary success. And in this case that reason is *Individuality*. They strike this keynote of Individuality in the way they advertise; in conducting their trial grounds and seed farms; in the management of their enormous business; and in all they say and do.

Why is there such a charm in the reading of their catalogues?

Because every page is stamped with that characteristic Individuality which grips the reader—arouses his interest—inspires his confidence and secures his order.

Burpee has inspired his customers with the belief that he stands for *extra quality*; and he backs it up, and justifies their faith by doing everything "a little bit better" than the "other fellow."

People like to deal with a firm which offers something different and high class; up-to-date and always dependable. And Burpee holds the interest of his customers by beating his own record year after year and raising the standard a little higher all the time.

There are many other reasons which serve as a solid foundation, but the cornerstone of this largest mail-order seed house in the world is Individuality.—BERTRAND LYON, Kettle Falls, Wash.

76. The Fifth Prize (\$50.00)

I ought to know the "reasons why," because my great grandmother bought seeds of Burpee, so did grandmother. So did mother, and I follow their good and wise example. It stands to reason we would not have continued to trade with any dealer, if even for once, or in one case, the seeds or bulbs had proved unreliable. There you have one great big, broad reason why Burpee's seeds, Burpee's stock, sells. It is *reliable*.

Again it is true to type and description. More than once the wandering buyer finds the developed plant something far apart from its marvelous, promised description. It is not so with Burpee's. Four generations of gardeners on bleak, hilly, rocky ground; a dear old lovable barren homestead, have proved this to be a fact.

So, summing up, the reasons why are because Burpee's seeds are originally excellent, accurately described, critically cultured, carefully tested, reasonably priced, promptly sent, and sure to grow and to please.

Other "Reasons Why" which I might add are not yet in bloom. Else a photograph of the royal reasons, my gorgeous nasturtiums, my dainty sweet peas, my delightful posies of all sorts and kinds would accompany this letter and prove the veracity of my statements.—ELEANOR KELSO, Cor, Pleasant St., Uphams Corner, Mass.

The Third and Fourth Prize—Reports that Won \$50.00 Each

179.

It does not require two hundred words to explain why Burpee's is the largest seed trade in the world.

It is the old law of supply and demand; and the cause of the demand is that "Burpee's seeds grow." When a man's neighbors see his vegetables much superior to their's in size, quality and productiveness, they want to know the reason why, and the answer is generally "Burpee's seeds"—consequence: some half dozen customers who in their turn bring in some thirty-six others, and as you never lose a customer, one can easily understand your large business.

Your seeds, bought the first year with diffidence, are bought the second year with confidence and always thereafter with pride.—MISS MARIE H. MELANCON, Edgewood Lane, Palisade, N. J.

117.

BURPEE'S is the Largest Mail Order Seed Trade in the World through the harmonizing of THREE ESSENTIALS OF TRUE BUSINESS—(1) PRODUCT, (2) POLICY, (3) PUBLICITY. To analyze:

PRODUCT. One of ABSOLUTE QUALITY, UNIFORM, the ONE BEST, not one "nearly so"; SEEDS that POSITIVELY GROW, all things, as soil and care, being equal; SEEDS that are WARRANTED, and such WARRANTY attested by FACTS, with FULL INFORMATION which makes them facts.

POLICY. BURPEE'S ONLY ONE, the SQUARE DEAL to all customers, whether the order be few cents or many dollars. BURPEE'S has a CONSCIENCE, interpreting, PROMPTNESS, COURTESY, ADVICE, PROPER TREATMENT; by these BURPEE'S has gained its LARGEST ASSET, the CONFIDENCE and GOOD WILL of the PEOPLE.

PUBLICITY. TRUTHFUL ADVERTISING in REPUTABLE JOURNALS, RECOGNIZED LEADERS of their field, is the keynote to the EXTENSION of BURPEE'S TRADE. Such ADVERTISING has been RESTRICTED to RELIABLE MEDIUMS that PRODUCE RESULTS, A Guaranteed CIRCULATION; BURPEE'S ADVERTISING has been PERSISTENT, not spasmodic.

By this method BURPEE'S is a HOUSEHOLD WORD where SEEDS are mentioned; without this advertising, BURPEE'S would have been known only here and there.

The HIGH CHARACTER of BURPEE'S ANNUAL, "ADVICE SLIPS," etc., TENDS to INCREASE the DEMAND created by ADVERTISING. BURPEE'S UNDISPUTED POSITION in its field produces RESULTS.—L. R. W. ALLISON, 1353 W. 30th St., Los Angeles, Cal.

Ten Prizes of \$25.00 Each Were Paid to the Writers of the Following "Reasons Why"

15.

A discriminative advertisement attracts you. A Silent Salesman—most fascinating Garden Annual in the world—enlists your support. Unseen Hands carefully, promptly fill your order. The results win you forever.

Burpee's seeds *do* grow!

They grow into money and beauty—into luscious melons—sugar corn—entrancing nasturtiums—soul-satisfying sweet peas. And, transported with delight, you hasten to tell your friends about The Best Seeds that Grow. They plant—they praise—and thousands of elated recruits join to make Burpee's the Largest Mail Order Seed Trade in existence.

Burpee's seeds *do* grow!

They grow by reason of predetermined Quality—not by haphazard. Back of it all, safeguarding you with test, trial, experiment, a Tireless Brain, authoritative and reliable, selects, rejects, stops nothing short of the Ultimate. And One Spirit—the Burpee Spirit of unflinching zeal and friendly service—animates Silent Salesman, Unseen Hand, and Tireless Brain.

The secret of Burpee success is Burpee seed. Others may distribute seed: Burpee discovers, improves, produces, popularizes the Best—for You—who share his enthusiasm—await with breathless glow of interest his latest achievements.

Burpee's seeds *do* grow!

They grow in favor year by year. Therefore the House of Burpee grows.

Nothing succeeds like—Burpee's seeds.—T. Y. COOPER, R. D. 1, Hanover, Pa.

Award of Ten Prizes of \$25.00 Each,—Continued

19.

The largest mail order seed trade in the world, which is enjoyed by Messrs. W. Atlee Burpee & Co., of Philadelphia, is the natural result of the policy of this Company. This policy is roughly outlined in the following acoustic:—

World-wide publicity.
Advertising judiciously and extensively.
The repeating of orders by satisfied customers.
Letting "seeds that grow" be their "silent salesman."
Every order, large or small, receiving equally careful attention.
Enterprising and intelligent endeavor along progressive lines.
Best seeds that can be grown, sent all customers.
Uniformly courteous treatment of patrons.
Reasonable prices for the best goods.
Prompt attention to all correspondence.
Experience of 35 years in business, insuring proficiency.
Established standing and reputation.
A trial order makes a regular customer.
No order too small for attention or too large to handle.
Development of the best stocks a fixed policy.
Catalogues freely distributed annually.
Orders carefully checked and verified before leaving warehouse.

In view of the above, is it any wonder that Burpee & Co. have acquired and hold the largest mail order seed trade in the world?—EDWARD CRUSSELLE, 811 Grant Bldg., Atlanta, Ga.

25.

The intelligent farmer, the skilled gardener and the successful horticulturist of this country today are agreed upon the question of seeds for planting. The motto now is, "The best is the cheapest, regardless of first cost, if it is what we want," and in accordance with this sentiment, they buy of Burpee.

They are figured the best:

BECAUSE they grow.

BECAUSE they are true to label.

BECAUSE the BURPEE trial grounds are the most complete in America.

BECAUSE results are guaranteed.

BECAUSE Burpee sends printed instructions with every order, if requested.

BECAUSE every order is shipped out the next day after it is received.

BECAUSE, if there is a new flower or vegetable that is worth while, produced, Burpee has it.

BECAUSE every customer is satisfied, and after all a satisfied customer is the best advertisement.

BECAUSE 35 years of progressiveness has placed Burpee at the head of all seed houses and their up-to-date and forge ahead methods will keep them there.

BECAUSE Burpee has always been strictly honest with his customers, honest and painstaking, and fully lived up to the motto, "Honesty is not the best Policy, it is the ONLY ONE."—MILTON W. DEPUY, Deming, New Mexico.

39.

BUYERS of BURPEE seeds BECOME BOOSTERS for BURPEE.

This BOOSTING brings more BUYERS who become BOOSTERS which BRINGS more BIZ for BURPEE and so on until BANNER BEARERS for "The Best That Grow" are everywhere.

These BUSY BOOSTERS are always BRAGGING about BURPEE's seeds and BACK their BOOST by GROWING AND SHOWING the BANNER things they BOAST about.

To new BUYERS the BURPEE QUALITY is a REVELATION, to old BUYERS a FAITH.

This QUALITY BEGINS on the first page of the BURPEE Book and continues to the BACK.

BURPEE seeds have STYLE as well as QUALITY. There is always some new variety to PLEASE PATRONS.

BURPEE seeds always arrive promptly and in good condition, BECAUSE they are carefully packed in a strong package, plainly addressed, and seldom any error occurs.

There are no BAD seeds in the Box from BUTTON-WOOD STREET.

These are the REASONS these BOOSTERS BOOST.

BACK of the BURPEE BUSINESS is BURPEE, always BENT on BEATING his BEST. While competitors are BEATING around the BUSH BURPEE is BUSY BEYOND.

BOOSTERS at BOTH ends of a BUSINESS is a combination that can't BE BEAT.

These are the BIG REASONS BURPEE's BIZ is BIGGEST.—H. A. JONES, 545 Lyman Ave., Oak Park, Ill.

46.

Thirty years ago a boy and girl, in an Idaho cabin, wrote a seed firm in the east for seeds for a northern climate, enclosing two dollars. In three weeks the boy snowshoed to the postoffice for the package. Came also a friendly interested letter, hoping the seeds proved satisfactory. They learned the directions for planting by heart, then waited for spring to unlock the fetters of winter.

They tilled the ground of an old sheep corral with a dilapidated spade and wellnigh toothless rake, planting their seeds with care, counting each as it fell. That garden was a wonder. The seeds all "grew." Each was true to its name and all thrived.

Idaho wilderness developed and the boy and girl matured. They tilled the ground and bought seeds and plants, and they always "grew." Not only that, but the firm never lost interest in the "harvest home."

You have guessed the seed firm and the boy and girl. Have you guessed also why W. Atlee Burpee & Co. have the largest mail-order seed business on earth? I have. Here is the answer. Their seeds "grow," and they are not done with you when they get your money. They help you to make them "grow." That's why.—CHAS. STUART MOODY, M.D., Sandpoint, Idaho.

60.

In considering "*The reasons why*" Burpee's is the largest mail-order seed trade in the world, a few words from a customer seventy-nine years old, who has planted Burpee's seeds for thirty years, may suggest a convincing answer.

In my opinion the reason is so obvious that it only requires stating to carry conviction to any unprejudiced mind.

It is clearly indicated in the legend inscribed upon every package,

"THE BEST SEEDS THAT GROW,"

and when to this is attached the magic name of Burpee, it is verified beyond question or dispute—

Why?

Because, for thirty-five years Burpee has been growing seeds—not buying, but growing them himself in the localities best suited to them, and by means best adapted to insure their vitality and purity.

Because, during all these years Burpee has maintained an *unimpeachable* reputation for *veracity, honesty and fair-dealing*.

Consequently, what Burpee says about Burpee's seeds must be true.

Therefore the conclusion is irresistible that Burpee's are the "*Best seeds that grow*" because Burpee says so—

And, as everybody, everywhere wants the best their money will buy, it is easy to see why Burpee's mail-order seed trade is the largest in the world.—W. S. BOSWELL, Breaard, N. C.

133.

The public is not philanthropic in business.

It does not care whether a firm succeeds or fails.

It patronizes the firm that gives it most for its money.

It knows that seed-purchasers, dealing directly with Burpee, get more for their money than they can anywhere else.

That's why Burpee has the largest mail-order seed trade in the world.

The people realize that

Burpee gives more in *Seed Values* (quality not quantity counts). They get seeds representing the acme of all the horticulture knowledge and skill of the present day:—improved old varieties and many novelties; absolutely dependable seeds, grown under the firm's careful supervision and inspection, regardless of cost, and proved "*Best*" by thorough tests for vitality and truthness to type, before sold. Yet every year, Burpee demands greater things. Furthermore,

Burpee gives more in *Service*, through personal interest and efficient up-to-date methods, honest, courteous, helpful, prompt, reliable and careful, Burpee treats every customer as he would a friend—embodying the "golden rule" in the "square deal." Thus,

Burpee gives more in *general satisfaction*, because the heart of the business is, "the best seeds and the best service"—the soul of it, "still better seeds and still better service."—MISS PAULINE BURDORFF, 1329 Marquette St., Davenport, Iowa.

Award of \$25.00 Prizes,—Continued

100.

The Key to the secret of Burpee's success lies in Burpee himself, in his innate love for and profound knowledge of his line, and—in his constant aim to make the best, better. From the very commencement it has been Burpee's object, never to attempt to compete merely in price, but to afford all possible assistance to planters by delivering only the best seeds that grow. He therefore carried on, as the true principle in the improvement of stocks, the system of "Pedigree Selection," taking the bull by the horns with unequalled strength, devoting greatest care and accuracy to the prompt despatch of "tested seeds" harvested from the choicest stocks.

Burpee's Seeds cost much more to produce than do usual commercial grades, and as no travellers are employed to solicit trade, it will be clear that neither so-called cheapness, nor persuasiveness of trained salesmen are the reasons of Burpee's success, but that the chief reason is in the real substantial merit of Burpee's Seeds. In short, the fact that *Burpee's is the Largest Mail Order Seed Trade in the World* proves that Burpee's Seeds are ever worth paying a greater price for, and that *Quality is the Keystone of Burpee's success.*—C. N. VREEKEN, *Zwijndrecht, Holland.*

The original copy for the above essay contained a picture of a man holding a bull by the horns, and on the body of the bull are written these words, "Weeds, Degeneration, Atavism, Plant disease, Humbug."

138.

It is a live Company; it has a live management; it sells live seeds; it has live customers.

It has a noble reputation and a character like unto it.

It thinks as much of a patron's good-will as of his money.

It deals fairly, promptly, and honestly with each customer, be the order large or small.

It puts only the best on the market; it does not substitute; it tells the truth.

It is located in the greatest seed producing (for market) region of the earth.

Its farms and gardens are perfect, its help is skilled, and its facilities for handling are unequalled.

Its management combines natural aptitude, thorough training, lifelong experience, laudable ambition and clever business methods.

It knows not only how to grow, harvest, cure, test and care for seeds properly, but it also knows how to market them economically, systematically, and efficiently.

It advertises judiciously. It needs no scheme to hold its trade. Its customers are perennial. They always come back, and they bring others with them.—EDWIN CHARLES, *Middleburg, Pa.*

190.

I believe that Mr. Burpee's confidence in himself, his product, and the public—plus the faculty of creating and maintaining a similar confidence on the part of his patrons—constitute the real "reasons why" of Burpee success.

Take from the small type of the inside cover-page of the 1911 Annual that single word—Confidence—and consider its significance, its vital importance in the story of Burpee-Prosperity. With that bond established between Mr. Burpee and the public, success was inevitable; it is the keynote of his great commercial triumph—the very heart of the story of "Seeds that Grow."

Advance, if you will, contributory causes—Industry, Special Knowledge, Advertising Genius, Enterprise, Generosity,—you cannot demonstrate thirty-five years of Burpee-Success—the power and dignity of a National Institution—if you ignore that prime factor of mutual faith and trust. Without it business sagacity is powerless, advertising is futile, industry goes unrewarded. Where it exists as the foundation of a commercial relation, Satisfaction and Prosperity are its fruit.

Yes, it is confidence, after all, which is the very cornerstone of the House of Burpee—a Confidence resting upon merit, laid in the cement of Absolute Honesty.—ERNEST RUSSELL, *Holden, Mass.*

With printer's ink and honest goods

The man has made his name;

Success unbounded is his due

And everlasting fame.—

DR. O. B. KNEISLY, 1107 Conover Bldg., Dayton, Ohio.

Ten Prizes of \$10.00 Each were Awarded to the following:

43.

Seeds that grow and seeds that don't grow look quite alike. That was discovery No. 1 for me. Some seeds come true to label and some don't. That was discovery No. 2. Discovery No. 3 was that Burpee's seeds had the habit of growing and coming true to name. My need for dependable seeds was met. Confidence in Burpee, the man behind the seeds, grew apace, became conviction. As seed times came I know Burpee's seeds are dependable, therefore it is best to get Burpee's. Multiply this experience by tens of thousands of experiences and you have the reasons why Burpee's is the largest mail order seed house in the world. Fordhook trial grounds protecting the customer against poor seed and inferior varieties: Burpee's progressiveness in introducing new and improved varieties; his silent salesman's telling the plain truth about seeds and bringing customer and dealer in direct relations of mutual benefit, these and more are contributory causes. The great outstanding, insistent, dominant reason is Burpee's honesty and integrity of purpose—coupled with capacity to make good—to give his customers the best seeds that grow.—GEO. G. McLEAN, *Carpinteria, California.*

65.

In all business transactions—whether face to face or a thousand miles apart—men expect certain things of each other.

They ask for honesty,—that they get "money's worth." They demand truthfulness,—that they may know just what they are getting. They require interest, to see that they are well served and well suited.

Burpee gives all these, without the bother and expense of a personal interview, or the intrusion of a salesman into the home. He sends a truthful catalogue, listing only the best. An order is made out at your own convenience. In return, full measure and more; the best that money can buy; and a sincere interest, ever working to improve that best, to increase that good measure and value, to guard against inferiority, to raise the high standard higher still.

Truly he best serves himself who best serves others; and who puts his heart into his work, and finds his joy in it. So Burpee's has become the largest mail order seed trade in the world—because "Burpee's seeds grow," and each one bears a new crop of satisfaction and confidence and respect, in the heart of the pleased customer.—C. S. DAY, *Atco, N. J.*

174.

I saw an ad. one winter's day,
That told of "seeds that grow";
The names of all were just the same
As those you most all know.

And with a question in my mind
I ordered sundry seeds,
To grow around my little home
Instead of spreading weeds.

In perfect shape, and promptly too,
The seeds were sent to me,
And twenty-five of each I sowed
And waited patiently.

One by one came peeping thru'
Those precious little pets,
'Til all were thru, yes every one,
And I am wond'ring yet.

For never yet in all my years,
And they are thirty-three,
Have other seeds that I have sown,
Shown such fertility.

My beds abloom with colors rare
That last the summer thru;
Me thinks that I must surely give
The honor that is due.

The little ad. that caught my eye,
And I surmise you know,
Was one that simply advertised
"Burpee's seeds that grow."

Thus Burpee's firm in every State
And e'en beyond the nation,
For prompt returns and fertile seeds
Have won their reputation.

(For last verse see bottom of preceding column.)

70.

Burpee's seeds have won a well-deserved reputation, and the slogan, "Seeds That Grow," has become a household expression in many thousands of American homes.

Few persons realize the skill and system which are the result of years of careful and persistent effort on the part of Mr. Burpee to put on the market a product of such uniformly high value. This may be classified as follows:

1. *High Germination.* This is of supreme importance. Burpee's method of conducting vitality tests in the soil is to be highly commended.
2. *Large, Heavy, Plump, Vigorous and Fresh Seeds.* Careful experiments conducted at the Agricultural Experiment Stations prove the superiority of large, heavy, plump seeds. Burpee's are seeds of quality.
3. *True to Name.* Truthness to name is essential. We get from Burpee what we ask for.
4. *Pure Seed Containing No Weed or Foreign Matter.* Burpee's method of carefully eliminating all weeds from his trial grounds has resulted in pure seed. We needn't be afraid of the introduction and spread of disastrous weeds when we buy Burpee's seeds.
5. *Well Bred Seeds.* Most important of all. Burpee's seeds have been carefully selected and bred by the corps of skillful plant breeders which he employs.—PROFESSOR ARTHUR W. GILBERT, *College of Agriculture, Cornell University, Ithaca, N. Y.*

125.

1. **BURPEE'S SEEDS GROW.** They are genuine, true to type, and of the highest quality.
2. **BURPEE'S SEEDS ARE WELL ADVERTISED.** Interest has been created and maintained throughout the agricultural world by the intelligent and persistent use of printers' ink and the liberal distribution of cash prizes.
3. **BURPEE'S BUSINESS METHODS WIN PERMANENT CUSTOMERS.** For thirty-five years promptness, guaranteed satisfaction, fair dealing, and courteous treatment have been binding all patrons to the firm.
4. **BURPEE'S CUSTOMERS BRING NEW BUSINESS.** In thousands of families the good reputation of Burpee's seeds and of Burpee's business methods has become a proverb which is passed from father to son, and from neighbor to neighbor, thus continually enlarging the circle of permanent customers.
5. **BURPEE'S NAME IS A BUSINESS BUILDER.** The firm is reaping the benefits of a well-known and untarnished business name which is synonymous with superior goods and honest dealing.
6. **BURPEE'S BUSINESS IS HIS PLEASURE.** The firm enjoys giving its patrons "Seeds that Grow," and placing at their disposal the valuable results of thirty-five years of constant study and experimenting with agricultural products.
7. **BURPEE'S BUSINESS IS ONE OF CONCENTRATION.** The entire ability of the firm is centered on the problem of producing the best seeds.—F. A. BOGGESS, *Boulder, Colorado.*

143.

The answer to your question can be condensed into seven words—*Burpee's have kept faith with the people.* For more than a generation they have done this, winning and retaining the confidence of the public, until "Burpee's" has become a synonym for Honor and Truth—things rare indeed, but indispensable to a business like yours. Moderate prices, full weight and good measure are all attractive, but *confidence*—confidence never once betrayed by your firm—has brought you to where you are today.

To illustrate: By buying only "Burpee's" seeds (the kind that grow) I can plant when ground and season suit, without having to figure on procuring inferior seeds from the grocery store, later to replace those failing to sprout. Again, if "Burpee" sends me early potatoes, I know I can begin to dig some before September; if bush beans, I know they will need no poles; if dwarf sweet corn, I know it will not grow seven feet high and shade my other crops. These are some of the "Reasons Why" Burpee's is the largest mail-order seed trade in the world. It is because

B urpee's
U nquestioned
R eliability
P roducts
E very
E xpectant
S eedbuyer.—MRS. MARY E. COWLEY, Box 1027,

Cowgill, Mo.

132.

Come, now, let us reason together concerning Burpee's, the largest mail-order seed trade in the world.

Reason 1. The seeds are good, that is they are fresh, vital, perfect seed, which cultivated, produce abundantly and are true to name.

2. Orders are filled the day received. There is no exasperating delay waiting for seeds that arrive too late in the season to be used, or are wrong when they do come.

3. Instructions are given for growing Burpee's seed.

4. Prices are fair.

5. Full measure is given.

6. Orders are properly and completely filled. Burpee is sure and safe, but no miracle-worker expecting you to grow nasturtiums if turnip seeds are sent.

7. Burpee is up-to-date. Is there any new, highly-developed or improved plant? Burpee has it and has tested that and all other seed on his testing farms.

8. Burpee's catalogue is explicit and not exaggerated, making a perfectly safe guide by which to order.

9. Burpee's seeds speak for themselves and as they grow, silently but effectively day by day give you all the reasons why they are best.

10. The best reason is that Burpee's seeds are *Burpee's*.—GEORGE L. BRUFFEY, *University of Virginia, Va.*

210.

THE "REASONS WHY," OR BURPEE'S BEATITUDES.

BY A MINISTER'S WIFE.

1. Blessed are the poor in purse; for they shall be made rich by Burpee's "Seeds of Success."
2. Blessed are they that mourn over other seeds that won't grow; for they shall be comforted by Burpee's seeds that will grow in every clime and every soil.
3. Blessed are the meek; for they shall inherit the Earth sown with Burpee's seeds that bring forth a "hundred fold."
4. Blessed are they that hunger and thirst after more than three seeds in a corner of the envelope; for Burpee gives gospel measure—"pressed down running over."
5. Blessed are the merciful; for they shall obtain a "square deal" from Burpee.
6. Blessed are the pure in motive; for they shall see the Golden Rule lived by Burpee.
7. Blessed are the peacemakers; for they shall obtain peace, sweet peas, from Burpee's.
8. Blessed are ye when Local Dealers shall revile you and persecute you and shall say all manner of evil about you for buying from Mail Order Houses, send to Burpee's just the same; for their's is the Kingdom of Justice and the largest prize winning Mail Order Seed trade in the World because of their "Square Deal" for all.—MRS. CLARA MARIS WELLS, *North Loup, Neb.*

156.

If a garden you desire
Of whose fruit you'll never tire,
Write to Burpee.
Never mind if you are late
Burpee's seeds come on the date—
Send to Burpee.
Packets always ready to start
Go to all the world's great mart,
Mailed by Burpee.
There is never a mistake
Bright young people the orders take,
Paid by Burpee.
Let your mind be quite at rest
Every seed has stood the test,
Tried by Burpee.
If a novice at the art
Wisdom, leaflets will impart,
Written by Burpee.
If by miracle success you lack
You may have your money back—
Straight from Burpee.
No old seed will come to you
Latest product fresh and new
Comes from Burpee.
Would you enter at the fair
You'll find of all the prizes there
The first are Burpee's.
At Floradale and Sunnybrook,
And best of all at great Fordhook,
Visit Burpee.
In trial beds which cannot lie
There you'll see the reasons why
The best are Burpee's.
If you'll try, you'll surely know
That Burpee's are the "Seeds That Grow"—
Trust to Burpee.—

MRS. FRANK A. GALLUP, *Cassville, N. Y.*

139. Awarded a \$10.00 Prize

Two years ago I started out to raise a garden. I asked a neighbor, who had been gardening some years, what were the most important points to observe in order to be successful. He replied: "Start out by spading deep, swatting the clods and buying your seed from Burpee and keep it up." His garden had always been successful and I took his advice.

A friend, after looking over my garden the other day, inquired where I got my seed. I told him from Burpee. He noted the name and address and said next year he would give them a trial.

Therein lies most of the explanation why Burpee's is the largest mail-order seed trade in the world. The total equation would probably be:

Recommendations by individuals and publicity through the press give new customers; seeds that grow keep the old customers. Old customers plus new customers, extended over a period of 35 years, equals the largest trade.

Even at that, I don't believe the business has grown as fast as the seed which I have purchased from this house.—H. P. CHILDERS, 1238 Irving St., N. E., Washington, D. C.

Thirty Prizes of \$5.00 Each were paid respectively to the writers of the following "Reasons Why"

3.

Burpee's seeds square themselves with Burpee's advertisements. Annually for thirty-five years, through the Farm Annual, Burpee has borne the planter a message; for thirty-five years Burpee's seeds have met every claim set forth in that message. Confidence in Burpee has grown, and long since a Burpee advertisement has come to be regarded as seed gospel. "Seeds That Grow" are largely responsible for the success of the house of Burpee. "Seeds That Grow" has much significance to an old Burpee customer. Plant Burpee seeds and there need be no misgivings as to the result—they grow. On this point Burpee customers are unanimous. To the planter dependable seeds mean everything; their cost, by comparison, being unimportant. Start with poor seeds and a season's toil and profits are lost.

Honorable dealings and "Seeds That Grow" year in and year out make of a Burpee customer a Burpee enthusiast. The old customer passes along an endorsement of the Burpee quality in seeds to his neighbors, who in turn, after a season's trial, communicate to others the dependability of Burpee seeds. Thus, endless-chain-like, the Burpee business expands,—the result of a square deal and "Seeds That Grow."—S. C. BABBIE, New Cumberland, Pa.

6.

Reputation built upon character is worth millions. Thoroughly honest goods and fair dealing win all the time. Burpee produces the highest grade strains of vegetable seeds grown, and Burpee has always dealt squarely with the public. Hence the name is a synonym for the best in seeds and for honest dealing.

The world is done with scrubs. The thoroughbred is all that pays. This is true of animal, tree, bush and plant. You cannot afford to plant anything but thoroughbreds, and to get the best strains of thoroughbreds you must go to the man who makes it his business to produce such strains. Your standard should be the very best vegetables grown, and to produce these it is indispensable that you have the best seed grown. Get Burpee's. With them you will get the result of a lifetime of selection by one who is never satisfied with any but the BEST, and just as it is universally recognized that it pays to raise thoroughbreds only, so it is that Burpee's seeds are known as the highest development in thoroughbred garden seeds in the world. As an unerring result Burpee—Philadelphia—does the largest business in his line in the world.—J. M. BROWN, Box 85, Muskogee, Okla.

\$5.00 Prize-Letters,—Continued

27.

Excellence. Care, unceasing and indefatigable, in experimenting, testing, and comparing, and selecting,—based upon long experience and intimate acquaintance with, and love for the art; these are the factors which go to develop "The Best Seeds that Grow."

Publicity. Systematic and judicious advertising in select and trustworthy periodicals, together with the unique and convenient "Annual," keep the public informed of the latest and best in seeds.

Integrity. With *Excellence* and *Publicity* assured, it simply remains for *Integrity* to complete the perfect combination. And the many thousands who do business with the firm annually, unite their testimony as to the invariable reliability of the house of Burpee, by the continual stream of their successive orders, and the new customers they bring.

Renown. In Bible times a name had a definite signification of character, and in these times there is many a man who has grown up from childhood with the unalterable conviction that the name *Burpee* as applied to seeds stands for the acme of character,—stands for "The Best that Grow."

These are the reasons why *Burpee's* is the Largest Mail Order Seed Trade in the world.—CLAUDE E. ELDRIDGE, Care of Colorado Sanitarium, Boulder, Colo.

33.

ABSOLUTE CONFIDENCE IN BURPEE SEEDS: This one reason alone would make Burpee's mail-order seed trade the largest in the world. A market gardener who had an exceptionally fine display of vegetables and flowers at a state fair said that his questioners would almost invariably exclaim, "Oh! that accounts for it!" when he told them that he used Burpee's seeds.

There are many reasons why that confidence was acquired and why it has been kept all these years. First of all, Burpee is honest. Burpee never misrepresents. Burpee sells "Seeds that Grow." QUALITY is his watchword. Nothing but the best will satisfy him and no expense is too great to obtain the best.

Burpee believes in Heaven's first law, Order, and that "Cleanliness is next to Godliness." "By their fruits ye shall know them."

Burpee fills all orders carefully and promptly; small orders receiving the same careful attention as large ones.

Judicious advertising has been a great help to Burpee. He has given the best of seeds the best of advertising—QUALITY advertising.

Perseverance and good business methods, combined with enthusiasm and a love for his work and for the beautiful, have brought Burpee the success so richly merited.—H. W. GIBBS, 707 Belmont Ave., Grand Forks, North Dakota.

50.

I. Your seeds are always new. One may depend on the great majority of them coming to life.

II. They are CORRECTLY labeled.

III. The Burpee Company makes no false or foolish representations.

IV. They are ready to correct their own mistakes.

V. Constant supervision over every detail of every department.

VI. An attractive and practical catalog.

VII. Continuous and INTELLIGENT advertising.

VIII. Promptness, which makes satisfied customers who "Call again."

IX. Clear, concise, and simple directions for planting, etc.

X. And finally, courtesy, which makes it a pleasure to do business.—MISS ETHEL HALLETT PORTER, Hotel Cumberland, Broadway & 64th St., New York, N. Y.

29.

B-U-R-P-E-E Means	"THE REASONS WHY"	
	BURPEE'S is the largest mail order seed trade in the world.	BECAUSE
	<div> Best Results Uniform Quantity Reliable Quality Perfect Satisfaction Excellent Service Every Time </div>	Means B-U-R-P-E-E

CHAS. E. ENNES, 4524 N. Francisco Ave., Chicago, Ill.

Winners of Thirty Prizes of \$5.00 Each,—Continued

42.

I would suggest that the reason why you have the largest mail-order seed trade in the world is because you have the combination of

Wisdom
Abilities
Talents
Labors
Energies
Enthusiasm

Business
Usefulness
Reliability
Prestige
Enterprise
Experience
Standards

Service
Expertness
Excellence
Demand
Superiority

} THAT GROW

MISS C. L. McLEAN, Charlotte, N. C.

45.

For Prize Contest: Five Points Why—

1st. *Quality*.—Burpee's Seeds are the Best in the World: they are possessed of Character and dare maintain it.

2d. *Vitality*.—When Burpee's Seeds are sown, you may rest assured, that they will not only germinate, but come up and grow, if but a reasonable amount of attention be paid them.

3d. *Genuineness*.—Burpee's Seeds are strictly up to date and true to name. There is no case of mistaken identity about them. Neither are there shams, or concealed frauds in any seed put up by this Company.

4th. *Price*.—Burpee's Seeds are by far the cheapest, when their quality and the fact that they are delivered free by mail, are taken into consideration. Then too, there is the item of Insurance behind them—their safe delivery being guaranteed.

5th. *As Represented*.—Burpee's Seeds are not coated with whitewash, to cover up defects, but they, as well as all statements made regarding them, are always found to be exactly as represented.

When all the foregoing facts are taken into consideration,—

Is it any wonder that Burpee's is the Largest Mail-Order Seed Trade in the World?—HENRY B. MITCHELL, R. D. 5, Athens, Ga.

52.

Of competitive necessity, every manufacturer has a trademark. But Burpee, The Seed Man, has achieved the most remarkable trademark of the age—one alive and flourishing, written deep in the soil of many acres the broad country o'er. It flaunts you in the face in almost any locality, spreading the gospel of good cheer and good seeds.

"PERFECT PLANTS FOR PARTICULAR PEOPLE"—that is Burpee's Proof positive *grows* in this one's garden, in that one's garden, in your neighbor's garden. You can read it at a glance—and you find it irresistible. Result (a) Orders—from yourself.

Other firms sell you as good seeds—sometimes. But the charm of Burpee's is their entire Dependability. That is how Burpee Builds Business by making it a Business to sell only seeds that Do the Business. Result (b) Orders from others.

Price little higher? But they are Quality Seeds. Burpee simply uses the old principle—value given must equal value received. Most people prefer to pay the price of a dependable article than risk a non-dependable. Burpee's Seeds are not a risk. They are a well-tested, well-demonstrated fact. Result (c) More orders.

Total Result (a, b, c)—More orders than any other seed firm on earth.—CARRIE C. SCHANTZ, Wayland, Iowa.

53.

1st. Their business in seeds has proven reactionary, because Burpee's seeds have always given their patrons satisfaction with big profits, and those same patrons with those profits have enlarged their own producing capacities and unfailing they return to Burpee's for a larger order each succeeding year, and the business of both Burpee's and their patrons continues to grow,—and they grow because Burpee's seeds grow, and not only grow, but grow matured perfect fruits, always in demand.

2nd. Because the growing successes and prosperity of these same patrons have aroused their neighbors to buy Burpee's.

3rd. Because I am the third generation of my family using Burpee's (son will be the 4th); 33 years ago grandmother began buying Burpee's, eleven sons and 46 grandsons, of which I am one, have done likewise, and today we are a multitude scattered throughout the U. S. using Burpee's because they are the best that grow, a fact that has held good since granny's day. We are prosperous from the fact we grow good fruits from good seed, and grow no losses; we all buy Burpee's; and this ends my story of 33 years with Burpee's in 200 words.—E. K. STROUGH, Verona, Pa.

55.

When a business house in any line succeeds in distancing all competitors in the race for popularity, it is obvious that there must be reasons, for there can be no effect without cause.

Admitting the fact in the case of the Burpee business, analysis shows the following chief causes which produce it.

1st. Years of experience, teaching where and how the highest quality in each class can be produced, and studying to produce them under most favorable conditions.

2nd. Maintaining most extensive test gardens, in order to prove, not only vitality, but truthness of type of all stocks, and reproducing only from the most perfect parentage.

3rd. Originality in cataloguing, and avoidance of any exaggeration in descriptions, thus gaining the confidence of the public and leading people to believe what is said about novelties and varieties not well known.

4th. Promptness in delivery. Nothing kills trade quicker than unreasonable delay. An order filled quickly, and satisfactorily is certain to bring others from that patron as well as from his friends.

5th. Honesty of purpose, coupled with organized system, and ability to carry out all promises with dispatch, precision and liberality, lead patrons to expect much yet let them receive more.—ISAAC F. TILLINGHAST, Factoryville, Pa.

58.

When a man invests money in seeds he is looking for the best RESULTS obtainable, he is looking for great returns and is a much disappointed person if the RESULTS are mediocre. Nothing short of the best RESULTS will satisfy him: he is keenly disappointed if his neighbor or competitor outstrips him.

It has been my experience that the RESULTS obtained by using BURPEE's seeds have actually exceeded my expectations—it has made me a BURPEE booster. I was induced to try BURPEE's seeds by another BURPEE booster who had previously had marvelous success with BURPEE's seeds. He obtained good RESULTS and enthusiastically told me of it, and now my friends and neighbors are becoming enthusiastic over the RESULTS I have achieved with the best seeds that grow—BURPEE'S.

The facilities which BURPEE's have, the largest trial grounds in America, the large annual outlay expended in trials, enable them to give their patrons the RESULTS of their research; this is of incalculable value. The care exercised in selecting and storing the seeds, conservative claims made by the "SILENT SALESMAN," BURPEE boosters and RESULTS combine to make W. ATLEE BURPEE & Co. the largest mail-order seed house in the world.—C. A. BIEGLER, 10746 Western Ave., Chicago, Ill.



**BURPEE'S SEEDS GROW and are famous
for the Uniform Excellence of their Products**



119.

RELIABILITY. That is the KEYNOTE of the whole situation. That is the reason of reasons why Burpee's is the largest mail-order seed trade in the world. Most firms are compelled to secure a large number of new customers each year to make up for the ones they lose by dishonest or shabby treatment. But the average farmer, once having purchased from Burpee, either remains a customer or comes back a customer, because he gets **RELIABLE** seeds. Other seed houses may temporarily attract him by flaring advertisements, but usually he soon comes back. It is not because there are no other firms selling good seeds. It is rather because there are so many quacks and frauds that the farmers are unwilling to buy seeds where they are uncertain of the quality they will get. So they buy from the establishment which has built up and maintained a reputation for reliability—BURPEE'S. Of course, other reasons come in. Prompt shipments, large assortments, and new varieties all help; and advertising brings in new customers every year. But if the new customers were cheated, or if old and poor seeds counterbalanced the advantages which the firm offers—Burpee's would not have the largest trade today. It all comes back to the one word—**RELIABILITY**.—MALCOLM P. BARNES, 75 Williston Ave., Easthampton, Mass.

122.

"The Reasons Why" Burpee's is the largest mail order house in the world is, first, because for thirty-five years they have given their customers the "Square Deal" in quantity, quality, and price.

Their one aim has been to produce the very best in seeds and plants, to dispatch the same promptly and in good condition to thousands of customers.

In a word, Burpee's have "Made Good," thus winning the confidence of their customers and establishing a reputation which future generations will never question.

Then too, their success is in a large measure due to their ability to measure the value of advertising and thru our widely read and well-reputed journals and periodicals they have demonstrated advertising as an art, and as a chief factor in a successful business.

Everybody knows that "BURPEE'S" on seeds is like "STERLING" on silver, standing for good goods and an honest and upright reputation.

Occasionally seed and plant offers of an alluring nature come to us, such as the wonderful wonders, that grow, bloom and bear fruit in a night. We bite, but alas! it's the same old fake and next year it is "BACK TO BURPEE'S AND THE SEEDS THAT GROW."—MARY HOWLAND BECKWITH, 17 Townsend St., Walton, N. Y.

126.

After thirty years' dealing with W. Atlee Burpee & Co., the writer would respectfully submit the following reasons why this firm has secured the largest mail-order seed trade in the world.

Burpee sends out none but the best quality of seed in liberal packages and with greatest promptness incident upon careful packing and safe delivery.

Burpee's customers are treated with the highest courtesy, with a view, not to secure money, but to inspire confidence which constantly retains the old and gains new customers.

Burpee's employees are a large family possessing mutual confidence, laboring in pleasant and sanitary environment, thus securing accuracy, promptness and satisfaction in service.

In thirty successive years' experience but one error was made in the writer's orders, and that, when by an oversight, the order was duplicated.

Burpee advertises extensively, judiciously, attentively, and without exaggeration. His customers tell the news as they plant and reap and Burpee grows.

Burpee delivers his seeds according to promise. The seeds grow and Burpee grows.

Burpee and the planters mutually encourage each other. The premium inducements at state and county fairs have made Burpee's business coextensive with the states and counties of the Union and with all the civilized world.—T. D. BOONE, Pitcairn, Pa.

127.

FIRST.—Because Burpee's seeds grow.

SECOND.—Because prolific properties predominate in the Burpee bargains, producing heavy harvests, thereby pleasing particular people.

THIRD.—Because Burpee's seeds are true to name, "Whatsoever a man soweth, that shall he also reap." Moral: Sow Burpee's seeds and reap a true and bountiful harvest.

FOURTH.—Because Burpee's do not substitute, they believe a customer knows what he wants.

FIFTH.—Because Burpee's believe in the free use of printer's ink in proclaiming their products.

SIXTH.—Because their sense of honor is stronger than their love for the "root of evil."

SEVENTH.—Because honesty and uprightness, coupled with intelligence, bring prosperity; and prosperity has wonderful drawing powers in any business.

EIGHTH.—Because the Burpee's are public benefactors. They convert the useless burdock corner of the cottage garden into a bountiful bean patch and the unsightly sage brush plains into smiling salad beds.

NINTH.—Because Burpee's seed farms are famous the world around and are regarded the most complete in this country.

TENTH.—Because the Burpee's are equipped mentally, morally and financially to furnish the world's best in horticulture and stand ready to prove the same by their seeds and deeds before the University of Copenhagen.—A. B. BORST, Cobleskill, N. Y.

128.

Eighteen years' experience in dealing with W. Atlee Burpee & Co., convinces me that the reasons why Burpee's is the world's largest mail-order seed trade are:

1. Extensive Advertising in Season.

The well-displayed and convincing advertisements in leading papers and magazines attracts the attention of planters to the Burpee business.

2. The Interest Burpee's Annual Creates.

The reader of the Annual is given the desire to grow Burpee's improved varieties of vegetables and flowers and to try his novelties.

3. Prompt and Careful Mail Order Service.

The planter is pleased to receive his order promptly with some extra packets and novelties for trial.

4. Burpee's Seeds Do Not Disappoint.

The novelties are all that are claimed for them and the improved varieties show real improvement.

5. Ordering Seeds of Burpee Becomes a Habit.

Year after year the planter looks forward to receiving Burpee's Annual and takes pleasure in writing his order for favorite varieties of seeds and for the season's novelties.

6. Burpee's Seeds Make Friends for Burpee.

The planter takes a personal interest in the Burpee business and uses every opportunity to recommend Burpee's seeds to his friends interested in farming and gardening.—WILLIAM J. S. BRADWAY, Hancock's Bridge, N. J.

142.

My old grandmother, who lived and gardened successfully in Kansas, always said she had troubles enough without planting them. From my earliest recollection, she pinned her faith to the freshness and true-to-name-ness of Burpee's seeds.

I moved to Idaho. Locating near a successful trucker, I found that he, too, swore by the come-up-to-the-expectation qualities of Burpee's seeds.

Taking a hand in truck growing, I ordered seeds from different sources. My first answer to why Burpee's seed business was the largest in the world had been that the secret was in his methods of advertising; but, when I compared the seed from the different sources, I said the secret was in the package. However, upon reflection, I again turned down my answer and planted the seed. The response from the soil verified the appearance in the package. Then I said, Burpee's success secret is a combination of good advertising and of putting the right seed in the package, whereby he puts his business above competition in that his greatest asset is the confidence of the men and women all over the world who roll up their sleeves and make a success of truck growing.—A. CORNELL, R. D. 1, Caldwell, Idaho.

Quality is the KEYSTONE of our success! Burpee's Seeds cost more to produce than do usual commercial grades, but are worth much more than the difference in cost! Proof of this statement is the acknowledged fact that we have long had the largest mail-order seed trade.



Exhibit made by JOSEPH WARD, Eau Claire, Wis., at the NORTHERN WISCONSIN STATE FAIR, Chippewa Falls, Wis., September 19th to 23d, 1910, which was awarded the Special Burpee Premium.



Largest and Best Collection of Vegetables at INDIANA STATE FAIR, September 12th to 16th, 1910. This exhibit was made by O. P. HOLLINGSWORTH, New Augusta, Ind., and won for him the Society's First Premium, also the SPECIAL BURPEE PREMIUM.

The reason is because BURPEE'S CUSTOMERS STICK. It is easy, through some advertising trick, to get new customers, but what counts is to hold them. To do this the seedsman must make good from the gardener's viewpoint. The gardener's wants are few, but vastly important, viz., seeds that will grow; seeds true to name; seeds of strong vitality, delivered promptly, at fair prices. Above all he wants to deal with seedsmen of such established reliability that he will know that he will get all these things—not once—but always. Then he becomes a life customer, and spreads the good news. That is what swells the mailing list—all coming in, none falling off; and that's where Burpee scores.

Gardeners also prefer catalogues of facts, rather than circus posters or tales of fiction. They want valuable novelties, but not humbugs. Burpee again. I speak from experience. During many years of market gardening I patronized nearly all the seedsmen of this country; but Burpee's is the only house that can find my name on its order books for ten consecutive years. Then I quit gardening and my successor still patronizes him.

BURPEE'S CUSTOMERS STICK. THAT'S WHY.—C. L. HILL, *Albert Lea, Minn.*

88.

Assuming your claim to be the largest mail-order seed house to be correct, the reason must be found in the confidence of the average buyer, who—as a rule—buys but once a year, and has a long season for repentance if things fail to realize his expectations.

It is now fifteen years since I found myself in a small town, with a garden on my hands, and no knowledge of plants; naturally, I began to look over seed catalogues. My employer, who owned a large farm and a fine country house, told me they were all compiled by picturesque liars!

An advertised offer of Sweet Peas led to my risking a quarter with Burpee, and I received the Farm Annual, which struck me as a candid and straightforward book. A very modest order followed, and by the middle of the summer I discovered that Burpee's seeds not only grew, but grew like the pictures. The impression of this first success has never worn off, and although I now see a good many catalogues, and know more about gardening, yet I never think of making up my spring order until I have thoroughly looked through Burpee's.—W. Q. PHILLIPS, *175 Christina St., South, Sarnia, Ont., Canada.*

94.

W. Atlee Burpee is to the seed business what P. T. Barnum was to the show business. Mr. Burpee leads, other seedsmen copy. I was never in Burpee's place of business but once, then to buy seeds. That visit convinced me I did not have to travel miles on railroads, pay carfare, lose time to see the seeds, but that I could send my order and it was just the same as if I went. Burpee's advertise what they have to sell, they sell just what they advertise. They say their seeds grow. They do grow. I am a trucker; I have planted other seeds alongside of Burpee's seeds for trial. Burpee seeds were far superior. Mr. Burpee bears the name of being the best judge of seeds in this or any other country. That is the reason why Burpee's have the largest mail-order seed trade in the world. They are reliable; you do not have to see the seeds, and that is not only known in Philadelphia, but it is known all over the world.—WM. D. SMITH, *233 Perry St., Trenton, N. J.*

108.

We have received this spring our annual package of Burpee's garden seeds, bearing the familiar trade-mark (WAB), which has come to mean to your long-time customers,—*Without a Blemish.*

They are seeds of quality, that make a garden of quality.

Not only are they seeds that grow, but seeds that grow better in each succeeding year.

You have perfected old favorites, as well as bred new varieties, and throughout a long business career have sounded the keynote of our age,—*Progress and Perfection.* And we believe it is through adherence to this standard that the house of W. Atlee Burpee & Co. has won the distinction of having the largest mail-order seed trade in the world.

Burpee's Annual is more than a work of reference, it is the record of scientific achievement, and we open each new number, assured of finding just what we are looking for, and many new horticultural discoveries.

Taking into account all the past, your honorable business methods, your progressiveness, and your success, we still forecast for Burpee & Co., in the future, more admirers, more imitators, more customers and vastly greater achievements.—G. E. K. ELLIS, *1012 E. Sandusky Ave., Bellefontaine, Ohio.*

\$5.00 Prize-Winners—Continued

61.

Because they are, in fact, "Seeds That Grow." Seeds that prove true to name. You get the kind you want and the best of its kind.

Burpee's "Fordhook Farms," Pa., "Sunnybrook Farm," N. J., and "Floradale Farm," Cal., afford every facility for expert testing and experimenting. The name Burpee is its own guarantee of quality.

(Quality counts.) Thirty-five years of priceless experience now goes into every package of Burpee seeds. The best is the cheapest. Your money back if dissatisfied. This is the "Square Deal" in seeds.

Confidence gained by dependable advertising. Burpee makes good. Satisfied customers tell their friends of Burpee's seeds; these tell their friends. A friend told me. The business rests on established confidence.

What Edison is to electricity, Burpee is to horticulture. Each is an accepted authority.

What Blackstone is to constitutional law, Burpee is to the law of "Seeds That Grow,"—the appeal of the last resort.

Prompt, courteous treatment;

Honest, liberal advertising;

Confidence gained and maintained by integrity;

Making quality the first importance;

Expert testing and experimenting;

Honorable dealing with employes as well as customers; with "Seeds That Grow"—have made BURPEE'S the largest mail-order seed trade in the world.—WILLIAM E. BRAISTED, *Barre, Vermont.*

105.

It is RESULTS. Your patrons have gotten RESULTS. RESULTS mean satisfaction and satisfaction keeps a friend and makes others.

Nothing pays better than proper advertising. There is no better place to place an advertisement of seeds than in the soil.

My neighbor observes my satisfaction, and I tell him that I have gotten RESULTS.

And I add: "It's Burpee's Seeds which have given me RESULTS. So the next year he plants Burpee's Seeds and gets RESULTS. There is no better advertisement than good seeds sown."

The secret of such success is to cause those with whom we deal to reap a dividend through the association. It is RESULTS which pay dividends. When RESULTS cease, dividends cease, and when dividends cease, patronage ceases. You have made it possible for your patrons to get RESULTS which pay dividends, and this has made for your success—The Largest Mail Order Seed Trade in the World.

Prompt Delivery; Seeds That Come Up; Seeds That Bear Prolifically; Years of Experimental Work; Years of Scientific Study; The Spending of Fortunes to Produce Something Better and Better are some of the things that have contributed to the giving of RESULTS.—R. O. BELT, *Springfield, Md.*

113.

Why is Burpee's seed trade best

From north to south; from east to west?

Because he advertises straight:

And then "makes good," nor does he prate.

Why do his seeds sell every time?

They suit each season, any climate.

They stand the test that wins the meed,

Because from best of plants the seed.

Why are his seeds bought far and near?

Because to plant them none need fear;

Each tiny seed puts forth a shoot,

Which bears in season, perfect fruit.

Why are his seeds desired by all,

By rich and poor, by great and small?

"Fair Dealing" is the watchword known,

For best and cheapest seed e'er grown.

Why are his seeds used by the nation?

They're both for market and plantation.

You always get just what you order,

In shortest time, inland or border.

Why are his seeds sold first and last

E'en down the years, three decades past?

The one great reason, all is told:

W. A. Burpee's seeds are "as good as gold."—

MRS. CARRIE A. MERRICK, *R. D. 1, Box 15, Trappe, Md.*

146.

In thirty years' experience with Burpee's I have found at least six reasons why they have the largest mail-order trade in the world:

1. Their seeds are the best known to planters. By keeping in touch with the most expert breeders of new varieties, and persistently selecting only the best, they can be absolutely relied upon to furnish that only.
2. They are extremely careful in gathering, labeling, and mailing, so that their seeds can be depended upon to be true to name, and just the thing wanted.
3. They send out only fresh and vigorous seeds, the finest that can be produced for first-class results in field and garden.
4. Promptness in mailing the thing ordered. Every customer is sure he will get his seeds as quickly as steam will bring them.
5. Perfect honor and honesty. The square deal is the bed-rock of their business practice.
6. The finest courtesy characterizes all their dealings with everyone, be the order large or small. With both product and business methods so perfect that one sees not how they can be improved upon, no wonder they have the largest business in their line on earth.—ALSON M. DOAK, *Wellsburg, W. Va.*

157.

Burpee has the Goods.

Thirty-five years of continuous planting and testing has given him an astounding proficiency in propagating new varieties of flowers and vegetables—all grown by himself.

- Burpee creates—others copy;
- Burpee originates—others imitate;
- Burpee leads—others follow.

Burpee Sells the Goods.

He knows how! His catalogue is simply irresistible, containing a wealth of valuable information, a guaranty more liberal than usually made by seed houses and many offers so startling, that the reader cannot turn them down. Judicious advertising, promptness in answering inquiries, betoken a splendid business organization that cannot help building up an immense trade. Burpee's best advertisers, however, are his customers,—all permanent—for

Burpee Satisfies his Customers.

His seeds grow true to catalogue description. He helps the inexperienced gardener to certain success by supplying him with a series of highly instructive, interesting leaflets, showing how to make the seeds not only grow, but produce. A feeling of security comes over the man who has placed his order with Burpee. He knows: The proper goods will arrive with all possible promptitude, and his seeds will grow, produce and win prizes wherever exhibited.—M. GRAEBNER, *1018 E. 7th Ave., Winfield, Kansas.*

182.

1. Burpee's seeds sell upon their own merits, as Burpee stands for quality—the best fresh, carefully selected, thoroughly tested, and truthfully described "Seeds That Grow"; customers run no risks, for they always get full value for their money, besides valuable novelties thrown in gratis; hence, old ones are held and new ones are gained.

2. Burpee's is exclusively a "Mail-Order" house, and no other firm has such splendid facilities for carrying on an up-to-date seed business.

3. Burpee is both a seedsman and a specialist; witness the many choice novelties and "new creations" which, after having first been proved trustworthy by hundreds of experts, he has introduced to his myriads of customers.

4. Burpee's "bull's-eye" is invariably the amateur's mark for excellence.

5. Burpee packs so carefully, and ships so promptly, that customers seven or eight hundred miles from Philadelphia receive their seeds in perfect condition within a week after ordering.

6. Burpee's generous prizes for exhibits, photographs, descriptions, etc., are a unique feature, much appreciated by customers.

Finally, judicious advertising, honesty, truthfulness, progressive enterprise, and prompt business methods have made—

"BURPEE'S THE LARGEST MAIL ORDER SEED TRADE IN THE WORLD."—REV. G. H. A. MURRAY, *St. Augustine's Rectory, Danville, Que., Canada.*

158.

The main idea of Burpee's seeds is that they Grow. Burpee genius has been building their reputation for 35 years and people have found out that they grow—that they never disappoint in quality or count—that the guarantee that goes with the name of Burpee is the guarantee of quality.

Burpee puts into his business enthusiasm, giving a big, practical helpfulness to every one who cultivates the soil. He gives himself along with the seeds he sells, learning something new every day, and every season giving something better and always "a dollar's worth for a dollar."

Absolute faith with the public is Burpee's fixed policy. He does the things he advertises regardless of expenditure of time and money. A service of skill and long experience has been devoted to making friends with the intelligent buyer, and each buyer makes other friends for Burpee, and this "endless chain" is the ever-increasing "World's Largest" in the mail-order seed trade, and Burpee's satisfied customers are his friends.

"If you want to be healthy, get a spade and dig." If you want reward other than health for your labor, plant "Seeds that Grow" and reap also pleasure and profit.—MRS. JOHN C. HAMMER, *839 Belmont Ave., Lynchburg, Va.*

208.

The main reason why Burpee's is the largest mail-order seed trade in the world is: *Their seeds grow!* The seeds grew—the business grew. Business growth is convincing evidence of seed merit.

The three completely equipped trial grounds—seed farms, by thorough testing, eliminate poor plants, thus insuring the marketing of only excellent quality (pedigree) seeds.

High grade seeds mean greater vitality—result: Largest number of finest quality plants, or: Maximum result with minimum energy and money expenditure.

The "House of Burpee" with its thirty-five years of reliability has instilled a public confidence that orders will be filled with seeds that produce results—America's Standard.

A splendid organization of efficient, loyal employees, with modern facilities, specializing in an exclusively mail order business is bound to give results near perfection.

It is more convenient to write an order than call personally.

Judicious advertising (particularly satisfied customers) has so educated the majority of purchasers that they can easily and accurately write their wants.

Most seed wants are actually created by advertising, and a larger portion is stimulated thereby.

The "Silent Salesman's" call (seeming to bring with him the perfume of the flowers among which he is written) is a genuine pleasure.—C. M. VALENTINE, *1601 North 52nd St., Philadelphia, Pa.*

Burpee's Seeds

are supplied every year direct to more American planters than are the seeds of any other growers. Do your seeds come direct from Philadelphia? If not, we would like to make your acquaintance. Simply send us your address (a postal card will do) and you will receive BURPEE'S ANNUAL FOR 1912,—a bright book of 178 pages, which has long been recognized as "The Leading American Seed Catalog." Kindly **write to-day!** Address

W. ATLEE BURPEE & CO.

Burpee Buildings

Philadelphia

The BURPEE PREMIUM at State and County Fairs.

We again authorize the secretaries of every State Fair in the United States to offer a **cash prize of twenty dollars** for the best collection of Vegetables grown from BURPEE'S SEEDS. We authorize, also, the secretary of every County Fair in the United States to announce, in like manner, a cash prize of five dollars for the best display of products (Vegetables or Flowers) of BURPEE'S SEEDS.

In Case this offer is not announced in the regular PREMIUM LISTS FOR 1912 of any State or County Fair, and a customer of ours should want to compete, we will waive this requirement and still **pay the same cash prize**,—*provided the products of BURPEE'S SEEDS exclusively have won the Society's regular prize for "Best Display of Vegetables."* SHOW CARDS furnished when requested.

Photographs. We desire to have a photograph of exhibits winning our prize at STATE FAIRS, and in return shall send two dollars, in addition to the prize of \$20.00, to each one sending such a photograph, while for **best photograph** we will pay a special prize of **ten dollars extra**.

\$100.00 Extra. We will pay also one hundred dollars cash as an extra prize to exhibitor who wins the greatest amount of prizes for products of Burpee's Seeds in 1912.

Please write us a complete list, with amounts of money awarded, of all the prizes won at different fairs. To the party whose report reaches **the largest correct TOTAL in cash prizes**, we shall send our check for an extra hundred dollars. ➤ All reports of prize awards must be received on or before December 10, 1912.

Our Prize Supplement for 1912 will be mailed in February to all known contestants of last year (1911). It will give a **complete list of prizes** won by our customers at State and County Fairs, with name and full address of each prize winner.

➤ It will be mailed **FREE also** to any of our customers who ask for it and who, even though not exhibitors themselves, take pleasure in knowing, each season, the unequalled record of prizes won by products of BURPEE'S "SEEDS THAT GROW." ➤ You are also invited to compete in 1912.



Best Collection of Vegetables at New York State Fair, Syracuse, N. Y., September 11 to 16, 1911. These vegetables were grown by PRESCOTT D. MAINE, Canastota, N. Y., and won the Society's First Premium, also receiving the SPECIAL BURPEE PREMIUM,—as all were produced exclusively from BURPEE'S SEEDS.

Burpee's Seeds are "Seeds of Success."

For twelve years past the "BURPEE PREMIUM" has been quite a feature at the leading State and County Fairs. We have noticed with a great deal of interest that the competition for this special premium is growing keener every year, and it is most pleasing for us to learn from the reports of many exhibitors that their strongest competition comes from other exhibitors of the products of BURPEE'S SEEDS. For the past ten years, owing to lack of space in BURPEE'S ANNUAL, we have issued in February Burpee's Prize Supplement, which has been the means of giving our customers a complete report as to the results obtained from BURPEE'S SEEDS.

In 1900 the **First Prize and Sweepstakes** at the New York State Fair were won by Mr. E. VAN ALLEN, of Delmar. Mr. Van Allen's total winnings amounted to **\$361.00 in cash prizes**. The Burpee Special in 1900 was won by Mr. DEAN FERRIS, Peekskill, N. Y., whose total winnings were **\$501.75**.

In 1901 Mr. ALFRED SWEET, Glens Falls, N. Y., won, all told, **1103 First Prizes and 153 Second Prizes**, giving him a total of **\$957.10 in cash prizes**—entitling him also to our "*One Hundred Dollar Special*," making his winnings amount in all to **\$1057.10**.

In 1902, owing to the unfavorable season, we did not expect Mr. Sweet's total of the previous year to be equaled, but in spite of such a poor season Mr. Sweet rolled up a total of **\$888.00**, which together with our "*One Hundred Dollar Special*," brought the total for that year up to **\$988.00**.

In 1903, although we had another unfavorable season, the GLENDALE STOCK FARM, Glens Falls, N. Y., reported total winnings of **\$919.25**, and after adding our "*One Hundred Dollar Special*" and other premiums made a total of **\$1054.25**, all won on the products of BURPEE'S SEEDS.

In 1904 the GLENDALE STOCK FARM was again the winner of our "*One Hundred Dollar Special*," as they reported that they had won a total of **\$1069.50**, to which is to be added the "*One Hundred Dollar Special*," \$56.00 awarded in Burpee Premiums at State and County Fairs, and \$100.00 which we sent them as an "honorarium" for the great honors won at St. Louis, making a grand total of **\$1325.50**.

In 1905 the GLENDALE STOCK FARM, Glens Falls, N. Y., exhibited an unusually fine lot of vegetables at a great many fairs. Mr. HOLLEY, the manager, reported cash winnings of **\$951.75**. MARTIN L. BELL, Sparkill, N. Y., won a total of **\$1171.38**, which included our "*Hundred Dollar Special*."

In 1906 MARTIN L. BELL, Sparkill, N. Y., reported total winnings (including our "*Hundred Dollar Special*" and *Burpee County Fair Prizes*) of **\$1769.30**. This is the largest total ever reported by one exhibitor since we have been offering the "*Burpee Premium*."

In 1907 we practically had no spring season, and while we received during the fall many letters telling of the magnificent crops that had been grown from Burpee's Seeds we felt that owing to the abnormal conditions that had prevailed the largest total of cash premiums would not nearly approach that reported in 1906. GEO. M. RUMLER, Mohawk, Ind., reported total winnings of **\$1057.50**, and MARTIN L. BELL, Sparkill, N. Y., sent us a sworn affidavit showing that he had received a total of **\$1459.50**, thus entitling Mr. Bell to the *Burpee Hundred Dollar Special*, which together with \$10.00 awarded on account of the Burpee Premium at County Fairs made a total of **\$1569.50** won by Mr. Bell in cash premiums on the products of Burpee's Seeds.

In 1908 we had protracted droughts during the growing season. Early in the fall JOHN A. MANGET, Marietta, Ga., reported total winnings of **\$1311.50**, and it looked at one time as if this amount would not be exceeded, but later MARTIN L. BELL, Sparkill, N. Y., reported that he had won a total of **\$1336.25**, so that Mr. Bell was again awarded the "*Hundred Dollar Special*," which together with four Burpee Premiums, made a total of **\$1456.25**, won by him in 1908 on the products of Burpee's Seeds.

In 1909 the eastern part of the United States was visited by a very long drought which lasted many weeks, but in spite of this fact MARTIN L. BELL, Sparkill, N. Y., reported total winnings of **\$1304.20** on the products of Burpee's Seeds, and for the fifth time in succession received the "*Hundred Dollar Special*," making Mr. Bell's total winnings on the products of Burpee's Seeds during 1909, **\$1424.20**, as he received four Burpee Premiums at County Fairs.

In 1910 weather conditions were again unfavorable for the production of exhibition specimens of vegetables, but as reported in the SUPPLEMENT FOR 1911, planters everywhere sent us glowing accounts of their success with the products of BURPEE'S SEEDS. JOSEPH WARD, Eau Claire, Wis., reported total winnings of **\$470.00**, and as this was the largest amount reported, Mr. Ward was awarded the "*Hundred Dollar Special*," making a grand total of **\$570.00**.

Never before in the history of the seed trade of the world has there been such a poor growing season as experienced in 1911, and the supply of many varieties of seeds has never been so small.

Practically the world over the summer of 1911 has been about the worst on record as far as agricultural and horticultural products are concerned. We thought that as 1908, 1909, and 1910 had given us poor growing seasons, 1911 would surely bring a change for the better. As such was not the case, we were surprised and pleased to receive during the late summer and fall letters from all over the United States and Canada, and from several foreign countries, telling of the grand results planters had to report of the products of BURPEE'S SEEDS.

Many planters have reported winnings of more than one hundred dollars in cash prizes. Again JOSEPH WARD, Eau Claire, Wis., heads the list with **\$500.00** as the total amount won on the products of BURPEE'S SEEDS during 1911, and to which is to be added the "*Hundred Dollar Special*," making a grand total of **\$600.00**.

Mr. Ward, under date of November 1, 1911, wrote: "I am again the lucky winner of the best display of vegetables raised from Burpee's seeds at Chippewa Falls, September 18-22. I won the Society's First Premium of one hundred dollars on the best display of vegetables and flowers and besides I won forty-five first premiums and eighteen second and five third. At Milwaukee I got two hundred dollars for the best display of vegetables and flowers and grains, with the Burpee Premium of \$20.00, which makes five hundred dollars altogether. I had the finest vegetables that I ever raised. The judge said that I had the finest display between here and the coast that he ever saw put up by any one man. I had some Shaker Blue Watermelon that weighed 81 lbs. and I had lots of them that weighed 73 and 75 lbs. and they were fine eating, too. They were the largest melons I ever raised in my life, and all other vegetables accordingly. I send you a photograph of my display at the Northern Wisconsin State Fair at Chippewa Falls."

January 15, 1912, we received the following affidavit from Mr. Ward:
STATE OF WISCONSIN, } ss.
CHIPPewa COUNTY, }

Joseph Ward, being first duly sworn, on oath says: That at the Northern Wisconsin State Fair which was held at Chippewa Falls, Chippewa County, Wisconsin, during the fall of 1911, he received premiums on his vegetable exhibit at said fair aggregating a total of three hundred dollars (\$300.00), and at the Wisconsin State Fair held at Milwaukee, Wisconsin, during said fall of 1911, he received premiums on his vegetable exhibit at said fair amounting in the aggregate to the sum of two hundred dollars (\$200.00), making a total of five hundred dollars (\$500.00) which affiant received as premiums on said exhibits during the fall of 1911.

JOSEPH WARD.

Subscribed and sworn to before me this 13th day of January, 1912.

J. E. PANNIER
Notary Public, Chippewa Co., Wis.
Com. Exps. Dec. 14, 1913.

Prizes Won in Fall of 1911 at State and County Fairs

Alabama

B. L. BAKER, Hanceville, was awarded *First Prize* for the best display of the products of Burpee's seeds at the ALABAMA STATE FAIR, held at Birmingham, Ala., last fall.

Arizona

O. J. AMES, Jerome, was awarded the *Society's First Premium* at the fair held by the ARIZONA FAIR COMMISSION at Phoenix, Arizona, November 6-11, 1911. Mr. Ames received a total of **\$60.00**, including the Burpee Premium. This fair is held under the same auspices as are the State Fairs of other States.

Arkansas

NATHAN HOOKER, Oaklawn, Hot Springs, was awarded the Burpee Premium for the best collection of vegetables exhibited at the ARKANSAS STATE FAIR, Hot Springs, Ark., October 9-14, 1911.

We awarded a special premium of \$5.00 to MRS. S. M. OAKLEY, Rogers, for a collection of vegetables displayed on "Arkansas on Wheels,"—a car traveling through different sections of the country displaying the products of Arkansas. The collection exhibited by Mrs. Oakley was composed entirely of the products of Burpee's seeds. Mrs. Oakley also exhibited a collection of vegetables at Benton County Fair, held in Bentonville, Ark., November 1-3, 1911, on which she was awarded first premium by the Society.

California

JOHN BAUER, Willits, was awarded *First Premium* of \$30.00 by the Willits Agricultural Fair Association for the best exhibit of farm products (all raised from Burpee's seeds) at the Association's fair held at Willits, Cal., October 10-14, 1911. Including the Burpee Premium, Mr. Bauer won a total of **\$45.00** exclusively on the products of Burpee's seeds.

Colorado

MRS. M. E. BARKLEY, Fort Morgan, received the *Association's First Premium* at the Morgan County Fair held at Fort Morgan, Colo., September 12-15, 1911, for the best display of the products of Burpee's seeds.

J. P. CROWLEY, Delta, at the fair held by the Delta County Fair Association at Delta, Colo., September 12-15, 1911, received the *Association's First Premium* for the best display of garden vegetables, the product of Burpee's seeds.

We offered a special premium of \$5.00 at the fair held by the Hotchkiss Fair Association at Hotchkiss, Colo., last fall for the best display of the products of Burpee's seeds. This premium was won by T. C. MAYFIELD, Hotchkiss.

Connecticut

In Connecticut there are two fair associations which are recognized as State Fairs, both receiving aid from the State. The CONNECTICUT FAIR ASSOCIATION's exhibit was held at Hartford, September 4-9, 1911, and that of the CONNECTICUT STATE AGRICULTURAL SOCIETY at Berlin, September 26-29, 1911. ROBERT CAWTE, Vine Hill Gardens, West Hartford, was the successful competitor at both fairs for the Burpee Premium, winning also in each instance the *First Premium* offered by the Association. The total received by Mr. Cawte, including the two Burpee Premiums of \$20.00 each, amounted to **\$303.25**.

WILLIAM M. CLARK, Rockville, was awarded *First Premium* by the Rockville Fair Association Company for the best exhibit of vegetables at the Association's fair held at Rockville, Conn., September 19-21, 1911. Including the Burpee Premium, Mr. Clark won a total of **\$48.25** exclusively on the products of Burpee's seeds.

We offered a special premium of \$5.00 at the Dahlia Exhibition of the New Haven County Horticultural Society held in New Haven, Conn., September 13-14, 1911. This premium was awarded by the Society to JOHN H. SLOCOMBE, New Haven, for the best 25 blooms, one variety. Mr. Slocombe writes that the variety winning this prize was "Mrs. Roosevelt."

District of Columbia

We offered a special premium of \$5.00 worth of seeds at the Third Annual Exhibition of The Brookland Brotherhood, held September 19-20, 1911, at Brookland, D. C. This premium was divided as follows: For the best collection of vegetables, \$3.00; for the best collection of flowers, \$2.00. J. E. EASTLACK, Brookland, was awarded the premium for vegetables, and D. H. OERTLEY, Brookland, received the premium for flowers.

Georgia

W. P. JONES, Forest Park, was awarded the Burpee Premium on his display of the products of Burpee's seeds at the fair held by the Clayton County Fair Association at Jonesboro, Ga., October, 1911.



THE FIRST PRIZE COLLECTION OF VEGETABLES AT THE ROCKVILLE (CONN.) FAIR ASSOCIATION'S ANNUAL FAIR, 1911. This exhibit won for WM. M. CLARK, R. D. 1, Rockville, Conn., the *Society's First Prize*, also the "Burpee Premium,"—as the vegetables were exclusively the products of Burpee's Seeds. See page 73.

Idaho

J. F. McBURNEY, Wendell, exhibited a collection of vegetables grown from Burpee's seeds at the fair held by the Lincoln County Fair Association at Wendell, Idaho, October 3-5, 1911, on which he was awarded the special Burpee Premium.

ALFRED STEVENS, Paris, was awarded the Burpee Premium on his exhibit of the products of Burpee's seeds at Bear Lake County Fair, held at Paris, Idaho, last October.

Illinois

At the ILLINOIS STATE FAIR, Springfield, Ill., September 29 to October 7, 1911, S. M. RIPLEY, Belleville, won the Burpee Premium for the best and largest display of vegetables grown from Burpee's seeds. Mr. Ripley also won the Burpee Premium on his exhibit of vegetables at the St. Clair County Fair, held at Belleville, Ill. Including the Burpee Premiums, Mr. Ripley won a total of **\$75.00** on the products of Burpee's seeds exclusively.

FRANK DOLD, Springfield, also exhibited a collection of vegetables grown from Burpee's seeds at the ILLINOIS STATE FAIR, receiving the *Society's First Premium* on same and in consideration of which we awarded him a special prize of \$5.00. Mr. Dold received premiums to the amount of **\$83.00** on the products of Burpee's seeds exclusively.

At the Williamson County Fair held at Marion, Ill., September 5-8, 1911, MRS. ROSALIE HENDRICKSON, Marion, received the *Society's First Premium* for best display of vegetables, making a total of **\$25.00**, including the Burpee Premium, on the products of Burpee's seeds.

JOHN M. THOMEN, Fairview Farm, Greenup, at the Greenup Cumberland County Fair held at Greenup, Ill., received the *Society's First Premium* on his display of vegetables, making a total amount of **\$12.00**, including the Burpee Premium.

CHARLES H. OCOCK, Union, received a total of **\$45.00** in premiums on the products of Burpee's seeds on his exhibit at the McHenry County Fair held at Woodstock, Ill., September 12-15, 1911. Mr. Ocock received the *Society's First Premium* on this exhibit.

MRS. ANNIE M. PARRO, Watseka, was awarded the Burpee Premium on her display at the Iroquois County Fair, held at Watseka, Ill., September 18-22, 1911.

The Record of Burpee's Seeds for Producing Prize-Winning Vegetables and Flowers is Absolutely Unequaled

Illinois.—Continued

We offered a special premium of \$5.00 at the fair held by the Kankakee District Fair Association at Kankakee, Ill., September 2-8, 1911. CHARLES CRAINE, 104 Nelson Ave., Kankakee, was the successful competitor for this premium and won a total of **\$7.00** on products of Burpee's seeds.

D. W. BOURELL, Olney, was awarded *First Prize* for best collection of vegetables at the Richland County Fair held at Olney, Ill., September 5-8, 1911. Mr. Bourell received a total of **\$60.50**, including the Burpee Premium.

The Mercer County Agricultural Society divided the Burpee Premium, offering \$2.50 each for best display of vegetables and best display of flowers. MISS DORA B. BAXTER, 205 Hazel St., Aledo, was awarded the premium for best display of flowers and won a total of **\$7.00** on the products of Burpee's seeds exclusively. The Mercer County Fair was held at Aledo, Ill., September 19-22, 1911.

We offered a special premium of \$5.00 worth of seeds for the best and largest display of vegetables at the Fair held by the Villa Improvement League on September 4, 1911. This premium was divided into a first prize of \$3.00 and a second prize of \$2.00, and which were awarded as follows: First Prize, \$3.00 worth of seeds, CHARLES H. KENZEL, 3712 N. Harding Ave., Chicago, Ill.; Second Prize, \$2.00 worth of seeds, ERNEST G. TIMMERMAN, 3703 N. Harding Ave., Chicago, Ill.

L. M. CROSS, Carmi, at the White County Fair, held at Carmi, Ill., last fall received a total of **\$53.00** on the products of Burpee's seeds, winning both *first and second premiums* offered by the Society.



Largest and Best Collection of Vegetables at INDIANA STATE FAIR, September 4th to 8th, 1911. This exhibit was made by M. K. GLEASON, Indianapolis, Ind., and won for him the Society's First Premium, also the SPECIAL BURPEE PREMIUM.

Indiana

M. K. GLEASON, Indianapolis, was awarded *First Premium* of **\$25.00** by the State Board for the largest and best collection of vegetables at the INDIANA STATE FAIR, held at Indianapolis, Ind., September 4-8, 1911. The exhibit being grown from Burpee's seeds entitled Mr. Gleason to the Burpee Premium.



**BURPEE'S SEEDS GROW and are famous
for the Uniform Excellence of their Products**



Indiana,—Continued

O. P. HOLLINGSWORTH, New Augusta, received a total of **\$243.00** on his display of products of Burpee's seeds at the INDIANA STATE FAIR, held at Indianapolis, Ind., September 4-8, 1911. We awarded Mr. Hollingsworth a special premium of \$20.00 in consideration of his fine display.

JACOB HIGEL, Covington, won the *Society's First Premium* on his exhibit held by the Covington Fair Association at Covington, Ind., September 12-15, 1911. Including the Burpee Premium, Mr. Higel won a total of **\$10.00**.

MRS. C. C. HUBBARD, Corydon, was awarded both *First and Second Premiums* on display of vegetables at the fair held by the Harrison County Agricultural Society at Corydon, Ind., August 28 to September 1, 1911. Including the Burpee Premium, Mrs. Hubbard won a total of **\$12.00** on the products of Burpee's seeds exclusively.

GEORGE W. TURNER, Moores Hill, received a total of **\$16.25** (including the Burpee Premiums) on collections of vegetables exhibited at the fair held by the Lawrenceburg Fair Association (representing Dearborn County) at Lawrenceburg, Ind., August 8-12, 1911, and the Ripley County Fair held at Osgood, Ind., August 1-4, 1911. Mr. Turner received the *Society's First Premium* at each fair.

M. H. PHARES, Shelbyville, exhibited the products of Burpee's seeds at four fairs, winning cash prizes amounting to **\$302.00**, including the Burpee Premium at the fair held by the Shelby County Agricultural Association at Shelbyville, Ind., August 28 to September 2, 1911, and Rushville Association Fair (representing Rush County) held at Rushville, Ind., last August. Mr. Phares received the *Society's First Premium* at both fairs.

C. A. MOORE, Jonesboro, won the *Society's First Premium* at each of the following fairs, winning a total of **\$157.75**, including the Burpee Premiums:

Miami County Agricultural Association, Converse, Ind., September 19-22, 1911.

Grant County Agricultural and Fair Association, Marion, Ind., July 24-29, 1911.

Fairmount Fair Association, Fairmount, Ind., August 8-11, 1911.

Henry, Madison and Delaware County Agricultural Society, Middletown, Ind., August 1-4, 1911.

Elwood Driving Park and Fair Association, Elwood, Ind., August 22-25, 1911.

JOHN D. WHITESIDES, Franklin, at the Johnson County Fair, held at Franklin, Ind., August 23-25, 1911, won the *Society's First Premium* for the best collection of vegetables, winning a total amount (including the Burpee Premium) of **\$69.25**.

WALTER L. WHITESIDES, Franklin, won the *Association's First Premium* for best collection of vegetables exhibited at the fair held by the Bartholomew County Fair Association at Columbus, Ind., August 15-19, 1911.

Iowa

At the IOWA STATE FAIR, Des Moines, Iowa, August 24 to September 1, 1911, GEORGE T. McCANNON, 1100 Duff Ave., Ames, received a total of **\$47.00**, including the Burpee Premium of \$20.00. Mr. Cannon received the *greatest number of first prizes* on vegetables offered by the Association,—all the products of Burpee's seeds.

MISS MILDRED CRANE, Central City, was awarded the Burpee Premium at the fair held by the Wapsie Valley Fair Association held at Central City, Iowa, September 5-8, 1911, winning a total of **\$5.50**.

At the Franklin County Agricultural Society's fair held at Hampton, Iowa, FREELING FOX, Hampton, was awarded the *Society's First Premium* for best exhibit of vegetables, the total amount of cash won being **\$23.00**, including the Burpee Premium.

MRS. W. R. KLINCK, Clarksville, was awarded *First Prize* by the Butler County Agricultural and Horticultural Society, Allison, Iowa, for the best farm and garden display and including the Burpee Premium received premiums to the amount of **\$19.50**. This fair was held September 12-14, 1911.

J. B. RUBERT, Vinton, was awarded *First Premium* by the Benton County Agricultural Society for largest and best collection of vegetables exhibited at the Society's fair, held in Vinton, Iowa, September 5-8, 1911. Mr. Rubert also received the Burpee Premium.

Kansas

W. T. FITCH, Minneapolis, was awarded *First Premium* by The Ottawa County Fair Association, Minneapolis, Kansas, October 3-6, 1911. Mr. Fitch received a total of **\$12.00**, including the Burpee Premium.

The Record of Burpee's Seeds for Producing Prize-Winning Vegetables and Flowers is Absolutely Unequaled

Kentucky

MRS. CARL HEISS, London, at the Laurel County Fair held at London, Ky., August 22-25, 1911, received *First Premium* for the best collection of vegetables and was awarded the Burpee Premium also.

PETER GOSSETT, Glasgow, at the fair held by the South Kentucky Fair Association at Glasgow, Ky., last October, received the Association's *First Prize* in addition to the Burpee Premium on his display of the products of Burpee's seeds, winning a total amount of **\$25.00**.

At the Larue County Fair, Hodgenville, Ky., September 5-7, 1911, MRS. J. H. BLOYD, Hodgenville, received the *Society's First Prize* for the best display of vegetables, making a total of **\$6.50**, including the Burpee Premium.

MRS. BETTIE LOCK, Artemus, was awarded the *Society's First Premium* and the Burpee Premium at the Knox County Fair held at Barbourville, Ky., August 30 to September 1, 1911.

MORT. CRAWFORD, Madisonville, was awarded *First Premium* at the Hopkins County Fair held at Madisonville, Ky., July 18-22, 1911, on his exhibit of vegetables grown from Burpee's seeds, winning a total of **\$9.40**, including the Burpee Premium.

Louisiana

MRS. S. D. PROTHRO, Coushatta, was awarded the Burpee Premium for the best display of the products of Burpee's seeds at the fair held by the Red River Parish Fair Association at Coushatta, La., October 3-6, 1911.

At the LOUISIANA STATE FAIR held at Shreveport, La., November, 1911, J. L. MONKHOUSE, Shreveport, put up a large exhibit in competition for the Burpee Premium, and including the amount we offer received a total of **\$205.00** on the products of Burpee's seeds exclusively.

At the fair held by the Bossier Parish Fair Association, Plain Dealing, La., October 17-20, 1911, W. J. DAWSON, Secretary of the Association, was awarded the Burpee Premium, winning a total of **\$22.00** on the products of Burpee's seeds exclusively.

Maryland

At the fair held by the Talbot County Fair Association, Easton, Md., DR. CHARLES LOWNDES, Easton, President of the Association, was awarded the *Association's First Premium* for the best display of vegetables. This, together with the Burpee Premium, made the total amount of cash prizes received on the products of Burpee's seeds **\$22.00**.

We offered a special prize of \$10.00 at the American Gladiolus Society's Exhibition at Baltimore, Md., last August, which was won by JOHN LEWIS CHILDS, of Floral Park, N. Y.

Massachusetts

MISS LYDIA T. CHANDLER, Marshfield, at the fair held by the Marshfield Agricultural and Horticultural Society at Marshfield, Mass., August, 1911, received the *Society's First Premium* on flowers raised from Burpee's seeds, making a total amount of **\$25.00**, including the Burpee Premium.

W. OVID EAMES, Chester, won a total of **\$9.00** on his display of vegetables at the Highland Agricultural Society's fair held at Middlefield, Mass., September 6 and 7, 1911, winning both the Burpee Premium and the *Society's First Premium*.

At the Eastern Hampden Agricultural Society's fair held at Palmer, Mass., October 5-7, 1911, CHARLES E. BOOTH, Belchertown, was awarded *First Premium* by the Society for the best collection of vegetables exhibited. Including the Burpee Premium, Mr. Booth received a total of **\$29.50** in premiums on the products of Burpee's seeds.

Missouri

MESSRS. RAU BROS., Sedalia, were awarded the special Burpee Premium on their display of vegetables (grown from Burpee's seeds exclusively) at the MISSOURI STATE FAIR held at Sedalia, Mo., September 30 to October 6, 1911, and won premiums amounting to **\$104.00**, including the Burpee Premium.

At the Moniteau County Fair held at California, Mo., August 30 to September 2, 1911, MISS ANNA EBERHARDT, California, received the *Society's First Premium* for "Best Display," and, including the Burpee Premium, won a total of **\$11.40** on vegetables grown from Burpee's seeds.

We offered a special premium of \$2.50 for the best collection of flowers exhibited at the Jasper County Fair, Carthage, Mo., August 22-25, 1911, which was awarded to MRS. ESTHER HOOD DINSMORE, 310 West 3rd St., Carthage.

MRS. FRANK SPARKS, Curryville, received the *Society's First Premium* for best display of vegetables at the Pike County Fair, held at Bowling Green, Mo., August, 1911. Mrs. Sparks also won the special premium we offered for the best and largest display of vegetables at the Vandalia Corn Carnival, making the total amount of cash premiums received on the products of Burpee's seeds **\$32.00**.



THE FIRST PRIZE COLLECTION OF VEGETABLES AT MAINE STATE FAIR, 1911. This exhibit won for C. E. BALDIC, Waterville, Maine, the Society's First Prize, also the "Burpee Premium,"—as the vegetables were exclusively the products of Burpee's Seeds.

Maine

Three regularly organized State Fairs are held in Maine, viz.: MAINE STATE AGRICULTURAL SOCIETY, Lewiston; EASTERN MAINE STATE FAIR, Bangor; THE CENTRAL MAINE FAIR COMPANY, Waterville.

The successful competitor for the special Burpee Premium at each of the above three fairs was C. E. BALDIC, Oakland Road, Waterville, who received a total of **\$307.25** on the products of Burpee's seeds, including the Burpee Premiums. At the fair held by the MAINE STATE AGRICULTURAL SOCIETY, Lewiston, September 4-7, 1911, also the EASTERN MAINE STATE FAIR held at Bangor, August 22-25, 1911, Mr. Baldic was awarded *First Premium* by the Society as well as the Burpee Premium. At the fair held by the CENTRAL MAINE FAIR COMPANY, Waterville, August 29 to September 1, 1911, he received the *Society's Second Premium* in addition to the Burpee Premium.

MRS. NELLIE R. LINCOLN, Monroe, received the *Society's First Premium* for Best Display of vegetables at the fair held by the Waldo and Penobscot Agricultural Society in Monroe, Me., September 12-14, 1911, making a total of **\$12.25** received in premiums on the products of Burpee's seeds, including the Burpee Premium.

JOHN I. WALKER, Madison, made exhibits of vegetables grown from Burpee's seeds at the fairs held by the Somerset Central Agricultural Society, Skowhegan, Me., September 21-23, 1911, and the Somerset Agricultural Society, Anson, Me., September 29-30, 1911, in both instances winning the *Society's First Premium*, together with the special Burpee Premium, making a total of **\$38.00**.

R. J. PATTEN, Prospect Hill Farm, Topsham, was awarded the Burpee Premium as well as the *Society's First Premium* for the Best Collection of Vegetables exhibited at the Sagadahoc County Fair held at Topsham, Me., October 10-12, 1911, making a total of **\$67.50** won in premiums on the products of Burpee's seeds.

In addition to the regular prize we offered at the Franklin County Fair held at Farmington, Me., October 3-5, 1911, a special premium of \$5.00 for the best display of vegetables or flowers to a boy under eighteen years of age. HERMAN CORBETT, Farmington, was awarded our regular premium, winning in all **\$19.50** in premiums on the products of Burpee's seeds, while OLIVER NEWMAN (twelve years of age), East Wilton, was awarded special premium.

E. S. STEVENS, Unity, was awarded *First Premium* for the best exhibit of vegetables at the Unity Park Association Fair (successor to North Waldo County Fair) held at Unity, Me., October 3-5, 1911.

Michigan

Michigan has two regularly organized State Fairs,—MICHIGAN STATE AGRICULTURAL SOCIETY, which holds its fairs annually at Detroit, and WEST MICHIGAN STATE FAIR, which is held each year at Grand Rapids.

At the WEST MICHIGAN STATE FAIR, Grand Rapids, Mich., September 11–15, 1911, the Burpee Premium for best display of vegetables was awarded to H. J. LEMCOOL, Traverse City. Mr. Lemcool also exhibited a collection of vegetables at the fair held by the Leelanau County Fair, Suttons Bay, Mich., September 20–22, 1911, winning the *Society's First Premium* on same. Mr. Lemcool also made a fine display of the products of Burpee's seeds at the fair held by the Grand Traverse Region Fair Association (embracing seven counties) at Traverse City, Mich., September 25–29, 1911, winning the *Association's First Premium*. Total amount of cash premiums received by Mr. Lemcool on the products of Burpee's seeds is **\$206.95**.

MRS. LILLIAN STEVENS DYKSTRA, Berlin, at the fair held by the Ottawa and West Kent Agricultural Society, Berlin, Mich., September 19–22, 1911, was awarded the Burpee Premium for best display of flowers grown from Burpee's seeds.

ROBERT WALTON, Hart, received the *Society's First Premium* on display of vegetables at the Oceana County Fair held at Hart, Mich., last fall, winning a total of **\$15.75** in premiums, including the Burpee Premium.

At the Ionia Fair and Exposition Association's exhibition at Ionia, Mich., September 27–29, 1911, MRS. ERNEST RADSACK, 378 Lincoln Ave., Ionia, was awarded the *Society's First Premium* for "Best Display" on vegetables and flowers grown exclusively from Burpee's seeds, winning a total of **\$20.75** in premiums.

ERNEST ROBINSON, Chief, was awarded *First Prize* for the best display of vegetables at the Manistee County Agricultural Society's fair held at Bear Lake, Mich., last fall, on the products of Burpee's seeds exclusively.

WILLIAM SMITH, Midland, was awarded the *Society's First Premium* for "Best Display" at the Midland County Fair held at Midland, Mich., September 12–15, 1911, winning premiums to the amount of **\$9.74**.

MRS. C. BROWN, Jasper, was awarded the *First Prize* for best display of vegetables offered by the Agricultural Society of Lenawee County, Adrian, Mich., September 25–30, 1911, winning a total of **\$41.50** on the products of Burpee's seeds.

W. R. HAYWARD, Bay City, was awarded the Burpee Premium on his display of vegetables at the fair held by the Genesee County Agricultural Society at Flint, Mich., October, 1911. At the fair of the MICHIGAN STATE AGRICULTURAL SOCIETY, Detroit, Mich., September 18–27, 1911, Mr. Hayward was also awarded the Burpee Premium. Mr. Hayward reports a total of **\$488.75** in cash premiums on the products of Burpee's seeds exclusively.

Montana

L. L. SERIGHT, Joliet, was awarded the *Society's First Premium* for best display of vegetables at the fair held by Carbon County Fair Association, Red Lodge, Mont., September 11–13, 1911. These vegetables were all the products of Burpee's seeds.

HENRY PETERSON, Hamilton, was awarded the special Burpee Premium on his display of vegetables at the Ravalli County Fair, held at Hamilton, Mont., last fall.

At the Sweet Pea Carnival, held at Bozeman, Mont., August 29–30, 1911, MRS. W. W. LIVINGSTON, 329 S. Black Ave., was awarded \$3.00 as *First Prize* on display of Sweet Peas.

New Hampshire

FRED G. STEELE, Nashua, was awarded *First Prize* for the best display of vegetables at the New Hampshire State Fair, held at Nashua, N. H., September 4–7, 1911. Mr. Steele received a total of **\$55.00** in premiums, including the Burpee Premium.

At the Coos & Essex Agricultural Society's fair, held at Lancaster, N. H., September 5–7, 1911, MRS. GEORGE B. UNDERWOOD, Lancaster, was awarded the Burpee Premium on her display of flowers.

New Jersey

At the fair held by the Monmouth County Agricultural Fair Association at Red Bank, N. J., August 31 to September 4, 1911, HARRY A. WALLING, Phalanx, received a total of **\$50.00** on vegetables exhibited, all the products of Burpee's seeds.

North Dakota

At the fair held by the NORTH DAKOTA STATE FAIR ASSOCIATION at Fargo, N. D., July 18–21, 1911, the Burpee Premium for the Best Collection of Vegetables was awarded to Dr. WILLIAM E. HELLER, Fargo.



Largest and Best Collection of Vegetables at MINNESOTA STATE FAIR, September 4th to 9th, 1911. This exhibit was made by CHAS. KRAUSE, Merriam Park, St. Paul, Minn., and won for him the Society's First Premium, also the SPECIAL BURPEE PREMIUM.

Minnesota

At Stevens County Fair, Morris, Minn., September 21-23, 1911, D. T. WHEATON, Morris, was awarded the *Society's First Premium* for best display of vegetables, the total amount of premiums received being **\$8.00**.

At the fair held by the McLeod County Agricultural Society, Hutchinson, Minn., August 30 to September 1, 1911, MISS HAZEL BASEMAN, Hutchinson, was awarded the Burpee Premium for the best display of flowers.

MRS. R. H. LAPP, St. Vincent, was awarded the Burpee Premium on her display of the products of Burpee's seeds at the fair held by the St. Vincent Union Industrial Association, St. Vincent, Minn.

HERMAN BUSSE, Royalton, at the Morrison County Fair, Little Falls, Minn., September 13-16, 1911, received the *Society's First Premium* for the best collection of vegetables, as well as the Burpee Premium, winning a total of **\$117.00** on the products of Burpee's seeds exclusively.

At the MINNESOTA STATE FAIR, held at Hamline, Minn., September 4-9, 1911, CHARLES KRAUSE, Merriam Park, St. Paul, was awarded the *Society's First Premium* for best and largest display of vegetables grown from Burpee's seeds. Mr. Krause received a total of **\$224.00** on the products of Burpee's seeds, and also the **\$10.00** offered for best photograph.

MRS. J. H. VALE, Redwood Falls, received the *Society's First Premium* on her display of flowers at the fair held by the Redwood Agricultural Society at Redwood Falls, Minn., September 20-22, 1911. Total amount of premiums received **\$24.25**.

New York.


MRS. WILLIAM J. BEEBE, Altamont, at the Albany County Fair, held at Altamont, N. Y., August 15-18, 1911, including the Burpee Premium, received a total of **\$65.00** on the products of Burpee's seeds.

At the Cobleskill Agricultural Society's fair (the representative fair of Schoharie County) the Burpee Premium was awarded to CHARLES J. SETTLE, Cobleskill, who wrote that the total amount received in premiums on the products of Burpee's seeds was **\$23.25**.

F. W. STUBE, Fonda, took *sweepstakes* on the best and greatest variety of vegetables exhibited at Montgomery County Fair, held at Fonda, N. Y., October 2-5, 1911. Mr. Stube received a total of **\$110.00** in premiums on the products of Burpee's seeds.

WILMER DAVIS, Penn Yan, was awarded the Burpee Premium on display of vegetables grown from Burpee's seeds at the Yates County Fair, held at Penn Yan, N. Y., September 5-8, 1911. Mr. Davis won cash premiums amounting to **\$49.50**.

New York.—Continued

At the NEW YORK STATE FAIR, held at Syracuse, N. Y., September 11–16, 1911, PRESCOTT D. MAINE, Canastota, received the special Burpee Premium of \$20.00, also the *Society's First Premium* for "Best Display," winning a total of **\$119.90** in premiums from the products of Burpee's seeds exclusively.  For photograph of Mr. Maine's exhibit, see page 75.

HOWARD E. KENYON, Canton, won a total of **\$35.00** on products of Burpee's seeds exhibited at the St. Lawrence County Agricultural Society's fair, held at Canton, N. Y., September 12–15, 1911. Mr. Kenyon also received the *Society's First Premium* on this exhibit.

At the fair held by the Cattaraugus County Agricultural Society at Little Valley, N. Y., September 11–15, 1911, A. W. STOLL, Little Valley, was awarded the *Society's First Premium*, and including the Burpee Premium, won a total of **\$31.00** in premiums on the products of Burpee's seeds.

\$314.55 is the total amount of cash premiums received by WALTER J. BUTLER, Glens Falls, who won the *Society's First Premium* in addition to the Burpee Premium on his vegetable displays at the fair held by the Washington County Agricultural Society at Hudson Falls, N. Y., August 29 to September 1, 1911, and Warren County Fair, Warrensburgh, N. Y., September 5–8, 1911.

For the best collection of vegetables at the Tioga County Fair, held at Owego, N. Y., September 12–15, 1911, ARTHUR A. FOSHAY, Owego, was awarded the *Society's First Premium*, and including the Burpee Premium, won a total of **\$13.25**.

ARTHUR LOWELL, Franklinville, was awarded *First Premium* by the Franklinville Agricultural and Driving Park Association at the Association's fair at Franklinville, N. Y., August 29 to September 1, 1911. Mr. Lowell received a total of **\$32.50** on the products of Burpee's seeds.

The Rensselaer County Agricultural Society awarded *First Premium* on collection of vegetables to SAMUEL H. LOMAN, Nassau. This fair was held at Nassau, N. Y., September 12–15, 1911, and including the Burpee Premium, Mr. Loman received a total of **\$17.50**.

C. W. SKIFF, East Meredith, displayed collections of vegetables grown from Burpee's seeds at the following fairs, receiving the *Society's First Premium* in addition to the Burpee Premium in both instances: Delaware County Agricultural Society, Delhi, N. Y., August 29 to September 1, 1911, and Otsego County Agricultural Society, Cooperstown, N. Y., September 19–21, 1911.

ALEXANDER SITCER, Valatie, won a total of **\$90.00** on products of Burpee's seeds, including the Burpee Premium awarded him on his display of vegetables at Columbia County Agricultural Society's fair, held at Chatham, N. Y., September 5–8, 1911.

JOSEPH WILDER, Warsaw, received *First Premium* offered by the Wyoming County Agricultural Society, Warsaw, N. Y., September 5–8, 1911, on Best Display of Vegetables.

ALBERT J. GRAY, Ballston Spa, was awarded the *Society's First Premium* and the Burpee Premium on Display of Vegetables at Saratoga County Fair, and won a total of **\$72.25** on the products of Burpee's seeds exclusively. The Saratoga County Fair was held at Ballston Spa August 22–25, 1911.

V. P. THEAKSTON, Newton Road, St. Albans, Vt., was awarded *First Premium* for the best collection of vegetables grown from Burpee's seeds at the Clinton County Fair, held at Plattsburgh, N. Y., September 5–8, 1911.

WALLACE E. WOOD, Groton, was the successful competitor for the Burpee Premium at the following fairs, having in both instances won the *Society's First Premium* for "Best Display" on vegetables grown from Burpee's seeds: Cortland County Fair, held at Cortland, N. Y., August 22–25, 1911, and Cayuga County Fair, held at Moravia, N. Y., August 29 to September 1, 1911. Including the Burpee Premiums, Mr. Wood was awarded a total of **\$37.00**.

J. D. LEWIS, Potsdam, at the fair of the Racquette Valley and St. Regis Valley Agricultural and Horticultural Society, held at Potsdam, N. Y., September 5–8, 1911, was awarded the *Society's First Premium* for Best Display of Vegetables.

For the best collection of vegetables exhibited at Oswego County Fair, held at Fulton, N. Y., August 15–18, 1911, JAMES E. COLE, Fulton, was awarded the *Society's First Premium*, and including the Burpee Premium, received a total of **\$175.00** in cash premiums on the products of Burpee's seeds.

J. M. HAWLEY, 1209 Washington St., Watertown, was awarded *First Premium* for best display of vegetables by the Jefferson County Agricultural Society at its 93d Annual Fair, held at Watertown, N. Y., September 5–8, 1911.

We offered a special premium of \$5.00 for the best display of the products of Burpee's seeds at the fair held by the Southampton Horticultural Society, Southampton, L. I., N. Y. This was awarded to JOHN NELSON, gardener to W. Allen Butler of Southampton.

ELI R. BAKER, Brewster, was awarded *First Premium* on display of vegetables at Putnam County Fair, held at Carmel, N. Y., August 29–31, 1911.

LEMUEL PEETS, 555 High St., Lockport, was awarded the greatest number of premiums on vegetables grown from Burpee's seeds by the Niagara County Agricultural Society at the fair held at Lockport, N. Y., August 28 to September 2, 1911. Mr. Peets won **\$17.00** in cash premiums.

North Carolina

The exhibit made by M. A. WALKER, Rural Hall, at the Winston-Salem Fair (the representative fair of Forsyth County), held at Winston-Salem, N. C., October last, was awarded *First Premium* by the Society. Including the Burpee Premium, M. Walker received **\$15.00** in premiums on the products of Burpee's seeds.

The exhibit made by J. F. HOMEWOOD, Burlington, at the Alamance County Fair, held at Burlington, N. C., October 2-5, 1911, was awarded *First Premium* offered by the Society. Including the Burpee Premium, Mr. Homewood received **\$105.00**.

T. H. ROGERS, Waynesville, was awarded the Burpee Premium on his exhibit of vegetables grown from Burpee's seeds at the Haywood County Fair, held at Waynesville, N. C., October 3-6, 1911.

Ohio

MRS. EVERETT ETHELL, McConnelsville, won the *Society's First Premium* at the Morgan County Fair, held at McConnelsville, Ohio, September 20-22, 1911.

HILAS E. CRAIG, Groveport, won the *Society's First Prize* for the best display of vegetables at the fair held by the Summit County Agricultural Society, Akron, Ohio, October 3-7, 1911.

For the best display of vegetables grown from Burpee's seeds exclusively and exhibited at the Mahoning County Fair, held at Canfield, Ohio, September 5-7, 1911, HOMER H. KIRK, Canfield, was awarded the Burpee Premium. Mr. Kirk also won the *First Premium* offered by the Society for "Best Display" on this collection of vegetables, winning in all a total of **\$29.10**.

D. W. ELLENBERGER, Wooster, was awarded *First Prize* on his display of the products of Burpee's seeds by the Wayne County Agricultural Society's fair, held at Wooster, Ohio, last fall. Including the Burpee Premium, Mr. Ellenberger received a total of **\$36.50**.

While the Randolph Agricultural Society is not a County Fair, we awarded a special premium of \$5.00 to C. H. FENTON, Randolph, on account of the fine display he made of the products of Burpee's seeds exhibited at the Society's fair at Randolph, Ohio, October 6-7, 1911.

Oregon

MRS. W. A. TEAL, Falls City, was awarded the Burpee Premium for best collection of vegetables grown exclusively from Burpee's seeds at the fair held by the Oregon State Board of Agriculture at Salem, Oregon, September 11-16, 1911.

LEO ZELLER, Thomas, received both the *Society's First Premium* and the Burpee Premium for best display of vegetables at the Linn County Fair, held at Scio, Oregon, August 29-31, 1911. On the products of Burpee's seeds exclusively Mr. Zeller received **\$105.00**.

At the Yamhill County School Fair Association's exhibition at McMinnville, Oregon, September 19-22, 1911, WAYNE LORETT was awarded the *Society's First Prize* for best display of vegetables, and, including the Burpee Premium, received a total of **\$18.00**.

South Carolina

SAMUEL L. RAWL, Lexington, was the successful competitor for the Burpee Premium at the SOUTH CAROLINA STATE FAIR, held at Columbia, S. C., October 30 to November 3, 1911, also winning on the exhibit the *First Premium* as offered by the Association. Mr. Rawl was also awarded the *Blue Ribbon* on his display of vegetables at the fair held by the Lexington County Fair Association, Lexington, S. C., October 24-26, 1911. Total won in cash premiums, **\$44.25**.

The *First Prize* for the best collection of vegetables displayed at the Kershaw County Fair, held at Camden, S. C., November 8-10, 1911, was awarded to J. B. ZEMP, Camden, on vegetables grown from Burpee's seeds. Including the Burpee Premium, Mr. Zemp received a total of **\$14.00**.

Tennessee

For best display of farm and garden products, W. A. BAKER, Trenton, was awarded *First Premium* at the Gibson County Fair, held at Trenton, Tenn., October 11-14, 1911. Mr. Baker received a total of **\$9.75** in cash premiums on the products of Burpee's seeds.

MRS. D. L. FRY, Columbia, exhibited a collection of vegetables grown from Burpee's seeds at the Maury County Fair, held at Columbia, Tenn., September 5-9, 1911, on which she was awarded the Association's *First Premium* and the Burpee Premium, making the total amount of premiums received **\$20.00**.

At the Rutherford County Fair, Murfreesboro, Tenn., W. I. GRESHAM, Murfreesboro, received the *Society's First Premium* on exhibit of vegetables grown exclusively from Burpee's seeds.

Pennsylvania

MRS. W. H. BRADFORD, Troy, exhibited a collection of vegetables at the fairs held by the Troy Agricultural Society, Troy, Pa., September 12-15, 1911, and Bradford County Agricultural Society, Towanda, Pa., September 26-29, 1911, and reported a total of **\$64.00** in premiums on the products of Burpee's seeds exclusively.

C. A. ROZELL, Kingsley, was awarded the *Society's First Premium* for best display of vegetables at the fair held by the Susquehanna Agricultural Society at Montrose, Pa., September 12-14, 1911. Including the Burpee Premium, Mr. Rosell received **\$19.50**.

F. HOWARD KAHLE, Shippensburg, was awarded *First Premium* for best display of vegetables exhibited at the Clarion County Fair, held at Clarion, Pa., last fall. Mr. Kahle received a total of **\$20.00** in cash premiums.

At the fair held by the Cowanesque Valley Agricultural Society at Westfield, Pa., September 12-15, 1911, S. MARTIN, Westfield, was awarded the Burpee Premium for best collection of vegetables.

At the Cambria County Agricultural Association's fair, held in Carrolltown, Pa., last September, the Burpee Premium was awarded to MRS. FRANK H. BEARER, Carrolltown.

MRS. S. PRESTON KUNTZ, Treichlers, received the *Society's First Premium* on the products of Burpee's seeds exhibited at the Great Allentown Fair (the representative fair of Lehigh County), held at Allentown, Pa., September 19-22, 1911. Including the Burpee Premium, Mrs. Kuntz received a total of **\$15.00**.

While the Lawton Agricultural Society is not strictly a County Fair, on account of the fine display of vegetables exhibited at the Society's fair at Lawton, Pa., September 6-7, 1911, by WILBUR TERRY, Rush, we awarded Mr. Terry a special premium of \$5.00. Mr. Terry also won *First Prize* offered by the Society.

MRS. REUBEN O. YOUNG, Bruin, made a display of vegetables at the North Washington Fair (representative fair of Butler County) held August 29-September 1, 1911, grown from Burpee's seeds, on which she was awarded *First Premium* by the Society. Including the Burpee Premium Mrs. Young received a total of **\$17.00**.

C. W. KNOX, Pulaski, was awarded *First Premium* on vegetables at the Great Pulaski Fair (the representative fair of Lawrence County), held in Pulaski, Pa., September 12-14, 1911, and reported total winnings of **\$40.00**.

Vermont

At the VERMONT STATE FAIR, held at White River Junction, Vt., September 19-22, 1911, DANA H. STAFFORD, Brattleboro, was awarded both the *Society's First Premium* and the Burpee Premium on his display of vegetables. Mr. Stafford also exhibited a collection of vegetables at the Valley Fair, held at Brattleboro, Vt., September 26-27, 1911, on which he was awarded *First Premium* by the Society, making a total of **\$166.05** received in cash prizes on the products of Burpee's seeds.

WILLIAM F. JONES, Woodstock, was awarded the Burpee Premium for best display of vegetables at Windsor County Fair, Woodstock, Vt., September 12-14, 1911.

A. R. WAKEMAN, Barton, won *First Premium* offered by the Orleans County Fair Association, on exhibit of vegetables grown exclusively from Burpee's seeds, at the Association's fair held at Barton, Vt., August 22-24, 1911, winning a total of **\$15.00**.

Virginia

At the fair held by the Roanoke Industrial and Agricultural Association at Roanoke, Va., September 26-29, 1911, the Burpee Premium was awarded to MISS OTELIA ROUTT, Roanoke.

MISS FANNIE A. BROWN, Clayville, was awarded the special Burpee Premium on her display of the products of Burpee's seeds at Powhatan County Fair, held at Powhatan C. H., Va., October 3-4, 1911.

Washington

The Chesaw Fair Association is not strictly a County Fair, but JOHN RAWLINGS, Chesaw, having won the *Association's First Premium* for the best general display of vegetables, and the vegetables being grown from Burpee's seeds exclusively, we decided to award Mr. Rawlings a special prize of \$5.00.

West Virginia

The Monongalia-Preston Fair Association (being an Inter-County Fair comprising the Counties of Monongalia, Preston, and a large part of Greene and Fayette Counties) is not what we consider a strictly County Fair. We, however, decided to make an exception and awarded a special premium of \$5.00 to L. J. POSTEN, Morgantown, for the fine collection of vegetables exhibited by him and which also won the *Society's First Premium* for "Best Collection of Vegetables," making the total amount of premiums received by Mr. Posten **\$13.25**. This fair was held at Morgantown, W. Va., August 29 to September 1, 1911.

BENJAMIN HARTZELL, Shepherdstown, was awarded the Burpee Premium on his display of the products of Burpee's seeds at the fair held by the Morgan's Grove Fair Association of Jefferson County, held at Shepherdstown, W. Va., September 5-8, 1911. Mr. Hartzell received a total of **\$20.00** in premiums.



Exhibit made by JOSEPH WARD, Eau Claire, Wis., at the NORTHERN WISCONSIN STATE FAIR, Chippewa Falls, Wis., September 18th to 22d, 1911, which was awarded the Special Burpee Premium.

Wisconsin

The special Burpee Premium, as well as the *Society's First Premium*, was awarded to ALEXANDER TOOLE, Baraboo, on his exhibit of the products of Burpee's seeds at Sauk County Fair, held at Baraboo, Wis., September 26-29, 1911. The total amount of cash premiums received by Mr. Toole was **\$20.50**.

MRS. SADIE CLEMMONS, 112 E. Conant St., Portage, exhibited a fine collection of flowers grown exclusively from Burpee's seeds at each of the following fairs, winning a total of **\$98.25**, including the Burpee Premiums: Columbia County Fair, Portage, Wis., August 29-September 1, 1911; Juneau County Agricultural Society, Mauston, Wis., September 5-8, 1911; Dane County Fair, Madison, Wis., September 19-22, 1911; Watertown Inter-County Fair, Watertown, Wis., September 19-22, 1911; Kilbourn Inter-County Fair, Kilbourn, Wis., October 3-6, 1911. Mrs. Clemmons won the *Society's First Premium* for "Best Display" at each of the above fairs, with the exception of the Columbia County Fair.

MRS. J. G. KESTOL, Whitewater, was awarded the Burpee Premium on display of the products of Burpee's seeds at the fair held by the Walworth County Agricultural Society, Elkhorn, Wis., September 19-22, 1911.

E. S. PALMER, Hortonville, was awarded *First Premium* for best exhibit of vegetables at the Outagamie Agricultural Society's fair, held at Hortonville, Wis., September 11-13, 1911.

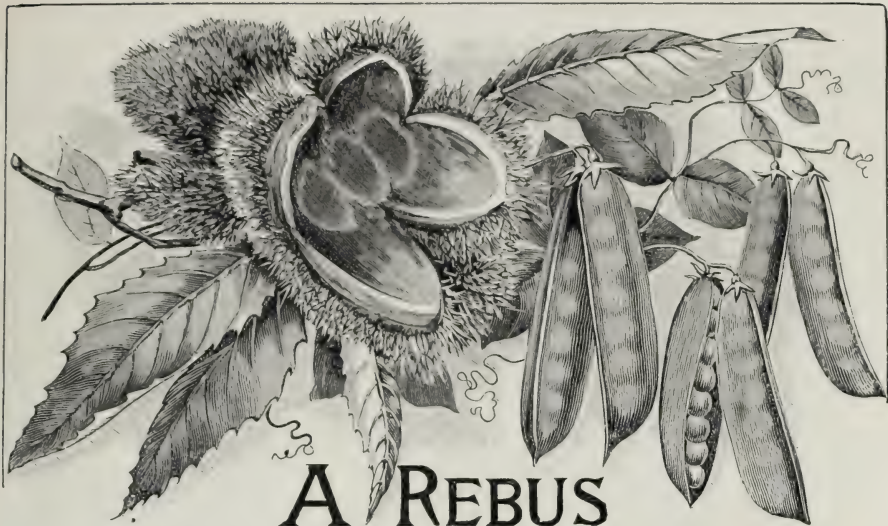
R. G. SWIFT, Gresham, was awarded the *Society's First Premium* at the fair held by the Shawano County Agricultural Society at Shawano, Wis., September 12-15, 1911, receiving a total of **\$15.00** in premiums on the products of Burpee's seeds.

MRS. T. L. McGLACHLIN, Stevens Point, was the successful competitor for the Burpee Premium at the Stevens Point Fair Association. The Association's fair was held at Stevens Point, Wis., September 12-15, 1911.

At the NORTHERN WISCONSIN STATE FAIR, held at Chippewa Falls, Wis., September 18-22, 1911, JOSEPH WARD, Eau Claire, again received *First Premium* and reports that he won a total of **\$500.00** in premiums on the products of Burpee's seeds, winning *First Prize* of \$100.00 on County Display.

FRANK J. LINDLEY, Fox Lake, exhibited a collection of vegetables grown from Burpee's seeds at the Dodge County Fair, held at Beaver Dam, Wis., September 25-29, 1911, on which he was awarded the Burpee Premium. Total amount of premiums received by Mr. Lindley was **\$68.00**.

E. T. BAMFORD, Plymouth, was awarded the Burpee Premium on his display of vegetables at the Sheboygan County Fair, held at Plymouth, Wis., September 6-8, 1911.



*In this Rebus will be found a Name that is widely and favorably known.
We hope that this same Name may become a household word also in your family!*

There is a man of wide renown,
Lives in a famous Eastern town,
Who tries his patrons all to please,
And hides his name in Burrs and Peas.
—F. M. Scofield, Montesano, Wash.

The first is Burr, the next is Pea,
Which here doth singly stand;
Unite them both and you will see
Best Seedsman in the land—BURPEE.
—John Hurley, Fort Worth, Texas.

With a chestnut Burr and a garden Pea,
You will find that thousands will read BURPEE,
And we all have proved that BURPEE's name
Gives a certain road to garden fame.
—Mrs. Isabel F. Ensum, Jeffersonton, Ky.

I sought and found a lovely bough,
Where Burrs and Peas grow in a row;
I saw, just peeping from the same,
Our BURPEE's own familiar name.
—Mrs. B. M. Grigsby, Winchester, Va.

Twenty-two Years Ago—in THE FARM ANNUAL FOR 1890,—when we introduced the popular *Burpee's Bush Lima*, we also first adopted what is now our Registered Trade-Mark Monogram. The words then printed are equally true to-day and are repeated verbatim below:

VARIETIES OF OUR OWN INTRODUCTION



are this year designated by **our Monogram** as given herewith. Intelligent planters will naturally desire to obtain these important varieties *direct from the Introducers*.

It is impossible to lay too much stress also upon the importance of procuring all



SEEDS FROM FIRST HANDS.

The market gardener justly appreciates the advantage of buying reliable strains of seeds of the same stocks that have previously given him satisfaction; but many private planters, seemingly unmindful of the great care necessary to produce first-class seeds, are allured, by tempting advertisements or sensational catalogues, to "shop round," and often wonder why the products of a certain variety of seed are not always of uniform character. Many seedsmen are only *Seed Dealers*, and buy their supplies each year where they can procure them the cheapest. One year they have a good stock, and the next year their stock of the same variety may be entirely different and either impure or inferior. We do not, of course, claim to grow all our seeds on our own land, as this would be a physical impossibility, but we do claim to be **FIRST HANDS**, from the fact that seeds not grown upon our own land are *grown especially for us from selected stock seed*, and by good growers, whose experience and honesty we have thoroughly proved. *Our contract seed crops, both in America and Europe, are subject to careful "roguing" during growth.* It is an **actual fact** that we pay our growers higher prices for most varieties of seed than the same sorts would cost in the open market. *By thus growing always from carefully selected stock seed, we maintain a uniform quality far superior to that which can be procured by seedsmen who purchase their supplies.* It is for this reason that while we cannot compete with certain jobbers, in wholesale prices for the trade of such dealers as are chiefly governed by price, we secure and hold the trade of Market Gardeners and Amateurs who know the value of **THE BEST SEEDS** and are willing to pay a fair price for them. The very best evidence of our success in this, our special aim, is the well-known fact that **we annually supply Seeds direct to a greater number of planters than any other Seedsmen in America.**—Reprinted from BURPEE'S FARM ANNUAL FOR 1890.



BURPEE'S "GOLD MEDAL" EXHIBIT IN THE R. H. S. HALL, LONDON, JULY 23, 1909.

The Only Gold Medal of the National Sweet Pea Society ever won by any growers outside of Great Britain was awarded to the American Firm of Burpee, at the great exhibition in London, July 23, 1909.

An immense amount of interest was taken in the very fine display made by Messrs. W. Atlee Burpee & Co., Philadelphia, America. The name suffices as a guarantee of excellence, and we can truly add that the excellence of the flowers staged was such as to uphold the fame of the American sweet pea specialists. . . . The splendid W. Atlee Burpee Cup, for a table of Spencer varieties, was once more annexed by Mr. Robert Bolton, Warton, Carnforth, with magnificent bunches.—*From THE GARDENERS' MAGAZINE, London, England, July 31, 1909.*

Burpee's Seeds are Famous for their Prize-Winning Products.

Not only do the products of Burpee's Seeds win for our customers thousands of dollars annually at State and County Fairs, but also whenever exhibits have been made at International Exhibitions, we have received the highest awards.

At the TRANS-MISSISSIPPI and INTERNATIONAL EXHIBITION held at OMAHA in 1898, we received **Three Gold Medals**. At the PARIS EXPOSITION in 1900 we received the **Only First Prize on Sweet Peas** and a **Silver Medal** for photographs showing views of Trial Grounds, Seed Crops, and Seed Cleaning as conducted at FORDHOOK FARMS; these photographs were displayed by request of the United States Government, in connection with The Department of Agriculture. At the PAN-AMERICAN EXPOSITION, BUFFALO, 1901, we were awarded a **Silver Medal on Sweet Peas**, and all the other prizes on Sweet Peas were won with flowers raised from Burpee's Seeds!

At the WORLD'S FAIR, ST. LOUIS, 1904, the products of BURPEE'S SEEDS, together with our own growing exhibits, won **Two Grand Prizes, Three Gold Medals, and Four Silver Medals**. At the LEWIS AND CLARK EXPOSITION, PORTLAND, OREGON, 1905, we were awarded the only **Gold Medal** for lawns produced by FORDHOOK FINEST LAWN GRASS and the only **Gold Medal** for growing display of Sweet Peas.

Burpee, Philadelphia,

we shall be pleased to send THE LEADING AMERICAN SEED CATALOG. An elegant book of 178 pages, it tells the plain truth, and should be read by all who would have the best garden possible and who are willing to pay a fair price for seeds of the

is sufficient for the front of a post card. If you will write your own address plainly on the other side

Burpee-Quality

Two Silver Cups, A Special Silver Medal, and Six Certificates of Merit were Awarded to Us by the National Sweet Pea Society of America, June, 1911.

At this exhibition, held at Horticultural Hall, Philadelphia, June 29th and 30th, 1911, we won the NORTH AMERICAN SILVER CUP for *Vermilion Brilliant* as the best new Sweet Pea not yet in commerce; the MORSE SILVER CUP for the largest and best trade exhibit of Sweet Peas; SILVER MEDAL specially awarded by the judges for the best collection; also a CERTIFICATE OF MERIT for each of the following novelties: *Irish Belle* or "*Dream*,"—*Margaret Madison*,—*Duplex Mary Garden*,—*Fordhook Fairy*,—*Margaret Atlee* and *Empress Eugenie*. The last three named will not be ready for introduction until 1913; the other four are now offered for the first time.

The star feature was undoubtedly the magnificent Burpee display, which occupied the entire northern side of the main hall and took five men six hours to stage. The flowers were in splendid shape, the finest that we have ever seen shown, and the finest Burpee has done yet. The staging was exceedingly effective—the large handsome vases were arranged in tiers one above the other, the background being *Eulalia zebrina*. At intervals pyramids three and four feet high were arranged to break the monotony. There were over twenty thousand blooms in this Burpee collection—and over two hundred varieties. The most conspicuous and sensational variety was a new one named "*Stirling Stent*"—a glowing orange. * * * * *

Another extra fine one was *Vermilion Brilliant*, for which they were awarded the cup offered by the *North American*. The exhibit as a whole was given the premier award of the show—the Morse Challenge Cup—for the best commercial collection. They also were awarded the N. S. P. S. certificates of merit for new seedlings, also a silver medal in addition to the certificates.—*From HORTICULTURE, Boston, July 8, 1911.*

Wireless messages of greeting to W. Atlee Burpee, of this city, retiring president of the National Sweet Pea Society, which began its third annual convention and exhibition at Horticultural Hall yesterday, were sent by members last night. Mr. Burpee is a passenger on the steamship *Olympic*, bound for Southampton. He is a delegate to the National Sweet Pea Society of England.

Horticultural Hall presented a scene of color at the opening of the exhibition. The exhibit is the largest ever held in this country.—*From THE PHILADELPHIA INQUIRER, June 30, 1911.*

In the number of entries, their excellence in size and coloring and in the variety of types, the show was the most successful ever held in this country.

The silver medal awarded by the National Society for the largest and finest individual exhibit of the flower went to W. Atlee Burpee & Co. Certificates of merit were also given the same firm for its new *Irish Belle*, *Fordhook Fairy*, and four varieties of seedlings.—*From THE EVENING BULLETIN, Philadelphia, June 30, 1911.*

The exhibit of W. Atlee Burpee, the president of the society, was one of the most noticeable, occupying an entire side of the large auditorium, and showing about 200 vases filled with as many varieties. * * * * *

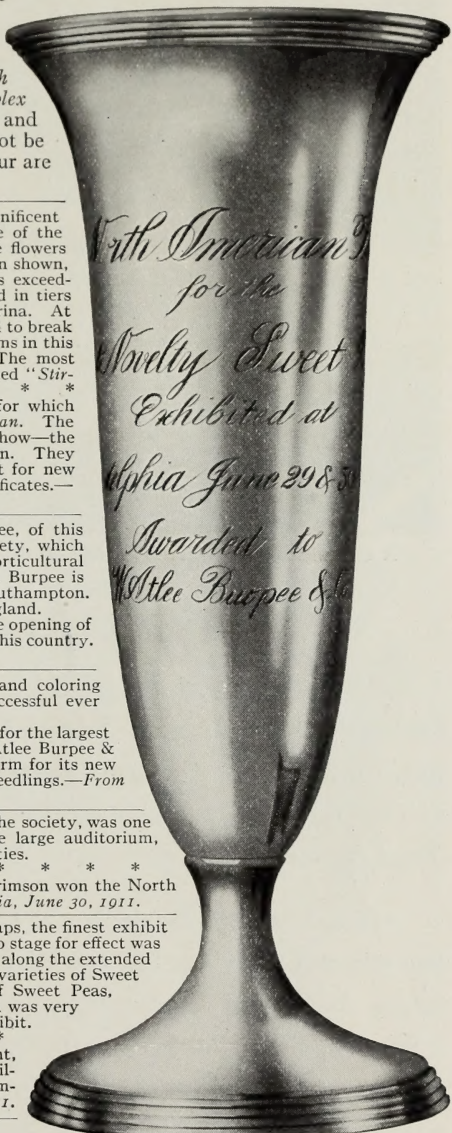
W. Atlee Burpee's vase of newly produced deep crimson won the North American Cup.—*From THE PUBLIC LEDGER, Philadelphia, June 30, 1911.*

The exhibit of W. Atlee Burpee & Co. was, perhaps, the finest exhibit of Sweet Peas ever made in this country. Some effort to stage for effect was made and the result was highly pleasing. At intervals along the extended line of the three-tier exhibit were columns of leading varieties of Sweet Peas. Along the rear tier, interspersed between vases of Sweet Peas, were vases of Grasses. The number of varieties shown was very great. We present herewith a divided picture of the exhibit. * * * * *

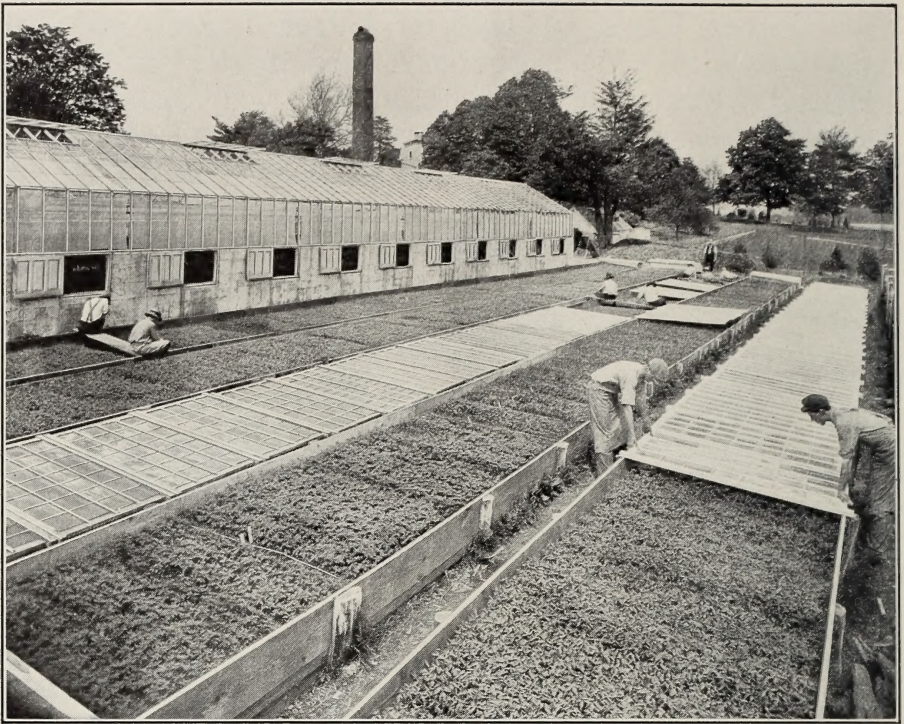
Last, but not least, we mention *Vermilion Brilliant*, the variety that took the Philadelphia *North American's* silver cup for the best new variety of Sweet Pea not yet in commerce.—*From FLORISTS' EXCHANGE, New York, July 8, 1911.*

VISIT TO FORDHOOK FARMS.

On Friday afternoon the members accepted the kind invitation of W. Atlee Burpee and journeyed by special train to FORDHOOK FARMS, near Doylestown, to see the trial grounds, where they were shown over 900 trials of these beautiful flowers in full bloom. These beautiful grounds are ideally located and scientifically worked to discover "all that is best in seeds" as well as all that's best in flowers and vegetables, so that those who depend on Burpee's seeds soon get to know that they are always sure of getting the best. Every new thing that claims to have merit is given a trial here, grown side by side with the standard of its kind; its qualities are tested and it is accepted or thrown aside as it is seen to be better or worse than the old sort. Flowers and vegetables are alike and many sorts claiming superiority fail to make good in the test. Tens of acres are given to these comparisons, which are very expensive but worth all they cost. Many tests are made here of seeds of standard varieties of plants necessarily grown elsewhere; these are tried out to see if varieties are true to nature.—*From AMERICAN FLORIST, Chicago, July 8, 1911.*



THE NORTH AMERICAN CUP.—This cup was awarded our *Vermilion Brilliant* Sweet Pea as the best new variety not yet in commerce.



A GREENHOUSE AND SEVERAL FRAMES AT FORDHOOK,—from a Photograph taken May 12, 1911.

Burpee's Annual for 1912.

This "SILENT SALESMAN" of the World's Largest Mail-Order Seed Trade is a Bright Book of 178 Pages. It tells the *plain truth* about the Best Seeds that can be grown,—as proved at our famous FORDHOOK FARMS,—the largest, most complete Trial Grounds in America.

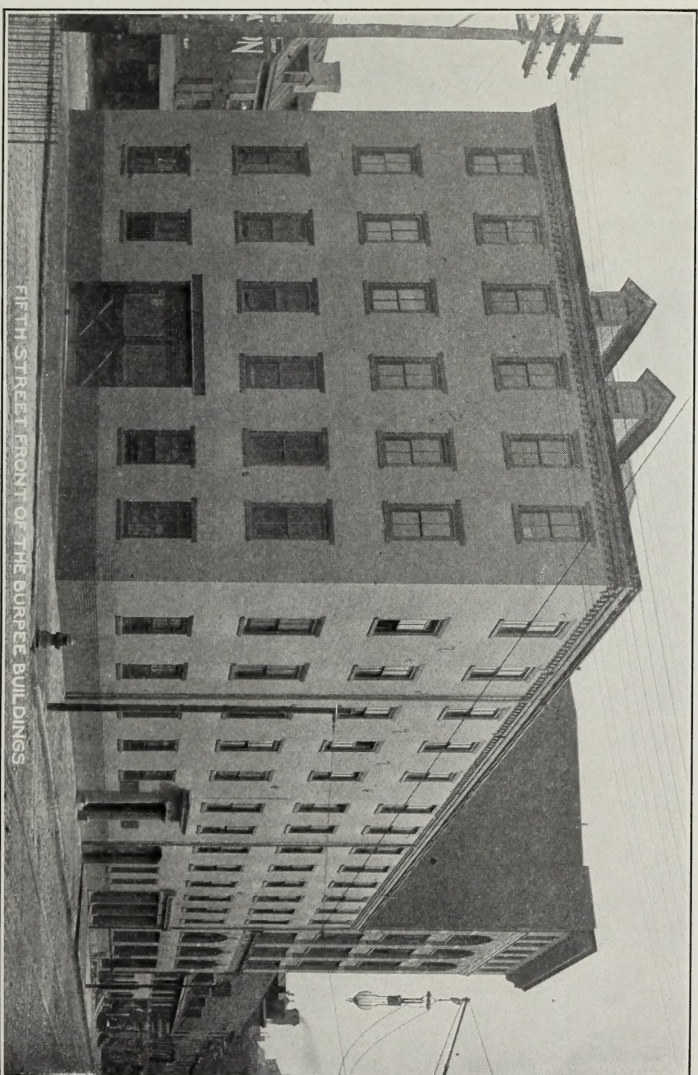
Handsomely bound in lithographed covers, it shows, with the colored plates, Six Specialties in unequaled Vegetables, and Nine Beautiful New Flowers, including the most superb "Spencer" Sweet Peas. It is a Safe Guide to success in the garden and should be consulted by every one who plants seeds, whether for pleasure or profit.

It is **Mailed Free** upon application. Shall we send *YOU* a copy? If so, kindly **write to-day**,—*Lest You Forget!*

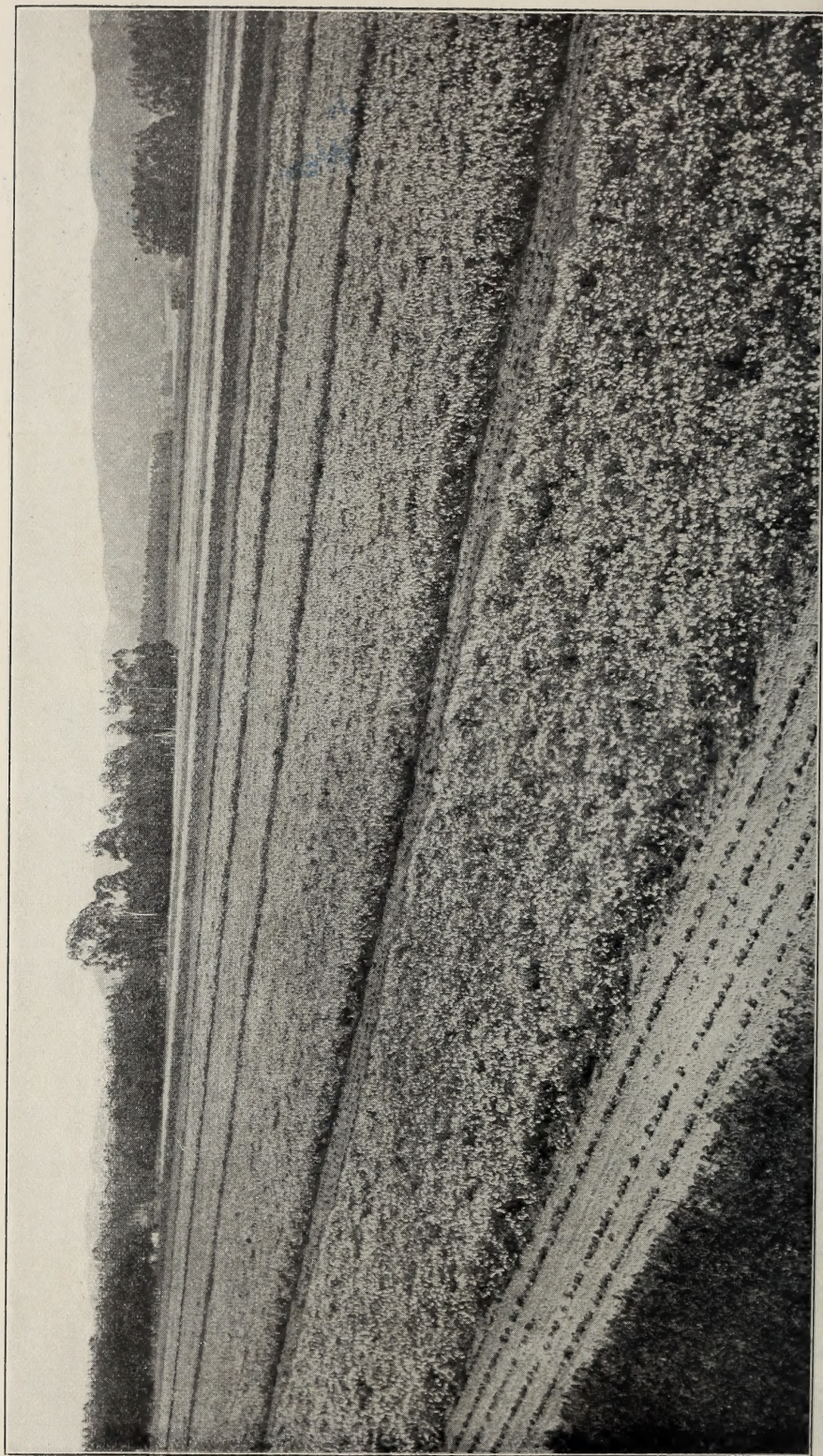
W. ATLEE BURPEE & CO., PHILADELPHIA



Reduced Facsimile Cover of
OUR "SILENT SALESMAN."



THE fact that the Burpee-Business is a record of continuous yearly growth is almost as much in evidence as the truth of the firm's famous motto that "Burpee's Seeds Grow." . . . Value for value must finally obtain in all transactions of successful business, and one reason why W. Atlee Burpee & Co. have had for many years the largest mail-order seed trade in the world is doubtless because they have always made **QUALITY** their first consideration.—From *The Florists' Exchange*, New York, June 5, 1909.



SWEET PEAS AT BURPEE'S FLORADALE FARM, LOMPOC, SANTA BARBARA COUNTY, CALIFORNIA, -from Photograph taken in June, 1910.